

PRINTERS' INK

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NEW YORK, MAY 24, 1928

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B. A. I. S. 1921 with N. W. Ayer & Son

How Mohammed went to the mountain

SOMETHING over seven years ago, N. Erlanger, Blumgart & Co., Inc., New York, an old established textile house, brought out "Everfast"—the first cotton wash-fabric *guaranteed unconditionally fast color*.

Through intensive merchandising and advertising, Everfast fabrics became the leader in the wash-goods field, enjoying the confidence of dealer and consumer.

And then the entire fashion world began turning to silk. The cotton market began to die on its feet.

Everfast went into a huddle. (If the mountain wouldn't come to Mohammed, Mohammed would go to the mountain.) The fast-color quality of Everfast fabrics has proved them more color-dependable than silk. The thing for Erlanger, Blumgart to do was to beautify their materials—to make them worthy of Fashion at her best.

Today, Everfast fabrics are meeting silk on equal ground. The style value of cottons is definitely established. Everfast fabrics are included in spring fashion collections—featured in manikin exhibitions.

The intensive advertising that helped to put Everfast at the top in the cotton goods field has turned into smart, authoritative cotton fashion advertising that is bound to keep it there.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA
NEW YORK BOSTON CHICAGO SAN FRANCISCO



Thank You,

NEW YORK TIMES!

A Novelty in Salesmanship.

Everybody knows that the technique of selling has been highly developed in recent years. It has been the theme of textbooks and of schools of instruction. So far as outsiders have been able to grasp the principles of this art, it appears to be very forthputting and aggressive. All kinds of vigorous methods are studied and practiced in order to overcome that terrible thing, "sales resistance."

All the more welcome, accordingly, is the testimony of the head of a large textile concern. He found one of his salesmen to be sadly deficient in "punch." The man was not fairly dragging in customers, after the manner of a "barker" on the Bowery. It was even thought that he would have to be dismissed. But while sorrowfully confessing that he was without the tremendous vitality of other salesmen, he professed to have some ideas about selling goods which he thought would work if they were carried out.

They were, in fact, accepted and put into execution with a good deal of success. The result was that the employer opened wide his eyes at the discovery that "ideas" were even better than "punch" in salesmanship. That his tribe may increase will be the prayer of at least the victims of the impetuous ardor of the modern high-powered salesman.

OUR one and only sales appeal to advertisers has always been, "We exchange ideas for interviews" — *Interrupting Ideas*, if you please! Federal Advertising Agency, Inc., 6 East 39th Street, New York.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIII

NEW YORK, MAY 24, 1928

No. 8

The Selling Power of Understatement

Exaggeration in Advertising and Selling Usually Does Little More Than Foster Unbelief

By Jas. A. Worsham

Section Sales Manager, Williams Oil-O-Matic Heating Corp.

"NO, sir, my company is only the *second* best company in the world—not the *best*," was the reply I heard from a life insurance man to a friend of mine who had sarcastically remarked at the beginning of the interview: "I suppose your company is the best in the world?"

This unexpected comeback startled my friend and after a pause to collect his wits he ventured: "I do not quite understand—just *second* best?"

The life insurance man, a stranger to both of us, smiled and said: "I am sure that among your friends you have several life insurance men. They will tell you that their companies are the best. I am a stranger to you and I am not in any position to cast any reflection on the integrity of your friends. I can only admit that my company is not the best—it is just the second best."

Before this stranger left he had

sold my friend a life insurance contract with that "second best" company and I myself was about ready to do likewise.

The incidents cited in this article all refer to personal selling. Yet, the principle they emphasize is just as applicable to advertising as it is to individual sales work.

In these days of high-pressure selling and super-advertising, it is interesting to see that understatement remains a powerful sales promotion factor. Of course, understatement is not an easy selling tool to handle. It requires expert salesmanship to start off by saying that one's product has this fault and that fault and then proceed to remove these objections from the prospect's mind. However, there is no doubt that this kind of selling results in a more stable business.

"Somehow, I believed what he told me," my friend admitted later.

What an accomplishment! To get people to *believe* what we tell them!

In fear that they will not believe all we tell them, we resort to exaggeration. We place undue emphasis on unimportant points—enlarging on features out of all proportion to their worth—and too often not hesitating to embody out-and-out misstatements.

And all we accomplish is to foster unbelief.

When shall we learn in selling and in advertising that there is real power in understatement?

"Dalton is my name," said a stranger to me quite a number of years ago. "I am with the W. J. Holliday Company, Indianapolis. All kinds of steel."

"You are just the man I want

to see," I came right back with much interest. "What is the difference between blue annealed sheets and automobile sheets?"

It was during the war and we were experiencing difficulty in getting blue annealed sheets for our purpose. Just a few minutes before, I had found where we could get automobile sheets, but I was hesitating about making the purchase. I was not quite sure they would answer our purpose. Just as Mr. Dalton entered I was pondering over this question.

He looked at me for a few seconds, evidently much embarrassed. Then he blurted out: "Mr. Worsham, I do not know a solitary thing about the steel business. This is my first trip."

Before he left, which was about two hours later, I had placed a reasonable order for steel—ordered from a man who didn't even profess to know a thing about the commodity he was selling and the items I was ordering.

I will leave it to you to say whether my order would have been larger or given at all had he attempted to tell me something about steel when he was not fully informed or had he put up a bluff as to his knowledge between blue annealed sheets and automobile sheets.

Somehow I believed him when he told me anything and our relationship continued until I quit the manufacturing business.

Not so long ago, I overheard a salesman talking to a prospective buyer of an oil burner to heat his new home. This prospective buyer was accompanied by his wife and they had driven quite a distance to the factory to make investigations.

The very first question the prospect asked was: "Can it explode?"

Much to my surprise, the salesman answered without any embarrassment or hesitation: "Yes, it can."

I thought to myself that the sale was utterly lost when I witnessed the startled look on the faces of the man and his wife.

The salesman went on after a slight pause: "Conditions might

arise where a small puff, not an explosion, could take place, but the chances are far more remote than that your home will catch fire from the electric wiring or that you will be killed in your automobile as you drive home. You see this safety device"—and on through an explanation of the safeguards the salesman led the prospects.

He convinced them through a plain, simple statement of facts that the burner was foolproof; that it was even the safest device the man could have around his home. It was easy to observe that his explanation was *believed* and not once did I hear this objection offered again.

Then, later on, this question was shot at the salesman: "Does it cost more than coal?"

"Yes, it does," was the candid reply. Again the man and his wife looked at each other.

"But, of course," went on the salesman after a polite pause, "that all depends on various factors, like the cost of the coal in your city—the price of oil—" and he went on to show how a greater evenness of heat might run the cost higher than coal.

He brought out letters from satisfied users, many of whom claimed that their oil burner was costing less than coal.

When the salesman read such letters he would offer such aside remarks as "Probably weather-stripped their home—must have been a milder weather period than when they used coal—maybe they added an economizer," and so on, but in no way did he play up those passages where the user claimed a lower cost than coal.

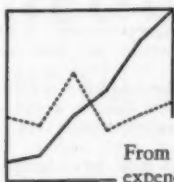
"You may pay more," the salesman finally said, "but you get more in comfort and cleanliness and convenience."

That seemed to dispose of that argument effectively and it was not mentioned again.

"Will it require any service?" was another stumbling block.

"Yes, it will," was the candid answer. Then, after the usual pause, the salesman continued: "You understand that anything of a mechanical nature will sooner or

Your
advertising dollar
 must work **HARDER**
than ever
before



From 1921 to 1926 the total advertising expenditure in over thirty leading magazines increased 85.9 per cent, while the number of advertisers (spending \$10,000 or more) increased only 4.5 per cent.

The evidence points unmistakably to larger appropriations. Perhaps it can be claimed that this tendency reflects the success of advertising in building sales which in turn justify larger expenditures. But sober-minded men will consider strongly the extent to which competitive influences have been at work, especially whether or not these influences have out-weighted such considerations as sales opportunity and what is adjudged reasonable risk.

Although the implications of this study may vary for different advertisers, one general and important conclusion can be drawn. There is increasing need for advertising that is rigidly limited by the economy of an individual business but which is accorded more preliminary thought, a finer execution, a better follow-through than it has ever had.

THE H. K. McCANN COMPANY
Advertising

NEW YORK

SAN FRANCISCO

MONTREAL

CHICAGO

LOS ANGELES

TORONTO

CLEVELAND

SEATTLE

DENVER

LONDON

PARIS

BERLIN

later require some attention. We realize that this service may be needed and that is why our dealers and service men are trained so that when you do need service you can depend on getting it."

And so on through a full explanation of that phase.

"Does it make any noise?" was another opportunity for evasion, but there was none.

"Yes, it makes some noise," and this was immediately followed by taking the prospects to see one of the oil burners in operation.

They looked and listened for a full minute and then both exclaimed at about the same time: "Is that all the noise it makes?"

"Yes," said the salesman, "and if you do not care anything for efficiency, we can tone that down."

The sale was closed soon after.

About five months later I saw this man and his wife and out of curiosity I asked him about their purchase of the oil burner.

The sum and substance of his reply was: "We couldn't help but believe what that man told us."

Then he went on to say, "Before we went over to look at that oil burner I was called on by a salesman selling another make of oil burner. This first salesman spent most of his time telling me the weak points about the oil burner I finally bought. He told me that his didn't make any noise—that it cost less to operate than coal—that it would never need any service, and so on."

"One day I looked up one of his users and found that it did make some noise—that it did cost a little more to operate than coal at the price I was paying for coal—and that it had required the services of a service man, although it was a minor defect. The user was rather well pleased with its operation."

"But somehow I like to do business with a man I can believe."

Five or six years ago I was with a man who sold machines for blowing grain into railroad cars. The largest machine he had available for sale was one with a capacity of 1,200 bushels an hour.

The prospective customer had made it emphatic that he would not consider it unless he could be guaranteed a capacity of 1,500 bushels an hour.

Regardless of this situation, my friend went ahead and gave his prospect full information about what the machine would do before they got down to discussing capacities.

The salesman knew that once the machine was installed it could hardly be removed because the buyer would not have any other method of loading grain and would be compelled to keep it. He also knew that it would cost several hundred dollars to install it and for that reason alone the buyer would be reluctant to remove it once it was in. It was also known that such buyers usually expected a grain-handling machine to be over-rated anyway. Altogether it looked like a certain loss of a sale unless 1,500 bushels an hour was claimed for the machine.

After the most emphatic statement that nothing but a 1,500 bushel an hour machine would interest him, this friend of mine said: "Mr. Bethel, this machine we make will not handle more than 1,200 bushels an hour. You cannot get a bushel more than that through it to save your neck."

After drumming on the desk with his fingers for almost a minute, gazing out at his elevator, the prospect turned abruptly and ordered, "Ship it—at once. Twelve hundred bushels an hour is enough for anyone."

Later I saw a letter from Mr. Bethel. Part of it read: "Your records will show that you sold me a 1,200 bushel loading machine last spring. It may interest you to know that we have been putting 1,400 bushels an hour through this machine. Next spring we will want three more."

Food Account for George Batten Corporation

The Staley Sales Corporation, Decatur, Ill., manufacturer of food products, has appointed George Batten Corporation of Chicago, as its advertising counsel.



Read by More Than Four Out of Five Milwaukee Families

A New National Lineage Record!

THE Milwaukee Journal has broken all previous records in 1928 for total volume of paid national advertising printed during the first four months of the year.

Representing a gain of 119,627 lines over the 1927 total for the period, The Journal four months' national lineage volume of 1,615,823 lines was greater by 293,587 lines than that printed by the other two Milwaukee newspapers combined.

Continued prosperity in 1928 has created an outstanding selling opportunity in the dependable Milwaukee-Wisconsin market. And the most successful advertisers in all lines are using The Journal alone to increase sales at one low advertising cost.

THE MILWAUKEE JOURNAL
 **FIRST BY MERIT** 

Thorough Trading Area Coverage at One Low Advertising Cost!

Identifying the Fabric at the Point of Sale

Waverly Fabrics Aim to Accomplish This by Advertising and by Identifying Product with Name Printed on Selvage

A FEW textile manufacturers have succeeded in advertising their name and sending that name along the merchandising line right down to the consumer where it can be found at the point of sale. But the majority of textile producers have not felt that it was possible to identify fabrics so as to capitalize consumer advertising.

It is interesting, therefore, to note that one manufacturer has found a way to advertise the brand name of his cretonnes and draperies nationally while the fabrics themselves carry that name direct to the eventual user.

Waverly Fabrics, a unit of F. Schumacher & Company, who import and job European textiles as well as manufacture American fabrics, began in February a four-months spring advertising campaign which had for its primary aim the acquainting of consumers with Waverly branded cretonnes and draperies. The secondary aim was to impress dealers with the fact that these fabrics are being made known to women by name and will be asked for by name.

According to Carlton C. Brose, general manager of the Waverly Fabrics unit of the Schumacher company, the concern some four or five years ago took on a line of cretonnes to be jobbed to decorators. A few years later the cretonne converters decided on a change in policy and the Schumacher company became interested in keeping the mill operating. The result was that a little over two years ago, the Waverly unit was created to convert cretonnes for piece goods sale to department stores.

This plan of selling to retailers instead of to decorators and furniture manufacturers, says Mr. Brose, brought a need for a brand name which consumers could look for and find when they were

shown the goods in the store.

"We first thought of placing the Waverly name on the back of our fabrics," Mr. Brose explains, "but this involved extra operations and costs which we found could be eliminated by printing the name on the selvage of the goods. By engraving the same roller which prints a portion of the pattern, we provided for the brand name at no additional cost, and because it has become customary for women to hem draperies or to trim them with contrasting materials to bring out colors, the printed name on the selvage proved to be no objection whatever.

"We did some direct-mail advertising of Waverly Fabrics to dealers, and in February of this year we started consumer advertising in one large-circulation woman's magazine. This campaign, to run February, March, April and May, consisted of four advertisements three-eighths of a page in size and was considered in the light of an experiment. We wanted to put the Waverly name into the consumer consciousness

"Before each advertisement appeared we sent a folder to from 3,000 to 5,000 dealers, and for our May folder we distributed a broadside showing all four advertisements. In these advertisements we have included a coupon calling for a swatch of Waverly samples to be sent on receipt of 10 cents. Not only have the advertisements brought us requests for these samples, but they have brought many actual checks and requests for yards of the materials advertised. These requests, together with the checks, we have turned over to local dealers to fill.

"Returns from the campaign thus far show that it is entirely possible to put the Waverly name before the consumer in advertising and to carry it through to the point of sale on the fabric itself."

New England's Second Largest Market

The Providence Journal and The Evening Bulletin

have a greater net paid circulation than the other eight English language dailies in Rhode Island combined.

They offer adequate coverage of the compact Rhode Island market at a minimum cost.

These two newspapers carried 74.41% of the total advertising in Providence newspapers in 1927.

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Company

Boston New York Chicago

R. J. Bidwell Company

Los Angeles San Francisco Seattle

Dramatizing the Sample to Open New Accounts Out of Season

This Novel Campaign Also Helped Get the Salesmen Past the Wall of Fishy-Eyed Indifference

By John M. Stirnkorb

Sales Manager, The Hatfield-Campbell Creek Coal Company

NO company in the coal business expects to open new accounts in March. We did. Carload orders from new accounts came in by mail. Other carload orders from firms not on our books were gathered by our salesmen. All in all we made some rather unusual records—and all because of the use of some Belasco methods in merchandising a sample.

There are about 4,000 wholesale coal dealers and sales organizations in this country selling the output of a like number of coal operators. In Dana coal we believe we have a remarkable product to exploit, but, on the other hand, no disciple of Izaak Walton could hold a candle to the average coal sales manager in either choice or volume of extravagant phrases in describing the merits of his particular brands. Before we started we realized that anything we might say about Dana coal would be liberally discounted because more glorious "liars" than we had preceded us into the retailer's ken.

To hurdle all the obstructions that lay in our sales path and at the same time give the retailer a genuine "thrill," we decided to send each retail coal merchant in our sales territory a lump of Dana coal boxed in a jewel box with a jewel setting. We reasoned that the first impression must be an ex-

tra good one. The box was $4\frac{1}{4}$ inches wide, $3\frac{1}{4}$ inches deep and 3 inches high. Crumpled orange-colored tissue kept the piece of coal in place and also provided a favorable color-setting for the glittering black jewel. Upright, in the rear of the box, was a card with this curiosity-provoking chal-



THIS DRAMATIC PRESENTATION OF A LUMP OF COAL PUT NOT ONLY THE PRODUCT IN THE LIMELIGHT BUT THE SALESMEN AS WELL

lenge written briefly on it:

This is a piece of the most remarkable coal you ever saw. It will ignite by the light of this match. Try it.
Remember the match test.

No name, no signature, no means of identifying either the coal or the company that sent it. It would take an exceedingly sprightly imagination to picture the demonstrations that were taking place that day in more than 3,100 retail coal offices! True, in some cases, the coal exhibited some stubborn



20,000 Attend Detroit News Spelling Bee

AFTER three months of school, district and town spelling bees the survivors met in the Coliseum of the Michigan State Fair Grounds for the final spell-down. Governor Fred W. Green, as well as the Superintendent of Detroit's Public Schools and the State Commissioner of Education, were present. This Metropolitan Spelling Bee is a Detroit News enterprise of four years' standing, involving a complete organization and a substantial budget for incidental expenses and prizes. More than 3,000 dictionaries and atlases were awarded to school and district champions by The Detroit News during the 1928 spelling bee, which terminated in the scene pictured above on May 13. Just another example of Detroit News intimate home appeal and thorough reader interest.

The Detroit News

The HOME newspaper

Member of 100,000 Group of American Newspapers

New York Office

I. A. KLEIN, 50 E. 42d St.

Chicago Office

J. E. LUTZ, 6 N. Michigan

qualities and would not ignite by the light of the match; but when the Dana coal salesman called the same piece of coal would ignite without any trouble whatever. This latter situation gave the salesman a good opening to do some real selling because we knew beforehand that any and every piece of Dana coal could be set afire by the light of a match.

Two days later a press-print of the jewel-case with its sample of coal was mailed to the retailer accompanied by a miniature envelope containing a pinch of ash. A card read:

3 oz. ASH from 100 oz. COAL

This envelope contains the ash from a lump of coal the size of the one we sent you in the jewel box. It makes ash like cedar wood—light and flaky—at the rate of 3 oz. to every 100 oz. of coal. In the ash test as in the match test it is the most remarkable coal you ever saw.

After a two-day interval another press-print of the jewel-case was sent on its way. On this sheet was an analysis of Dana coal together with a testimonial from one user. Up to and including this mailing our name was not mentioned.

By this time we felt that innate curiosity had reached the ignition point and so mailing number four was on a letterhead, the first inking that the retailer had of the real sender of the jewel box and subsequent literature. It carried a brief message. Surrounding this message the name Dana appeared in bright red no less than seventeen times in letters of varying sizes. It was not likely that the name would be forgotten after that color-barrage. The fifth and final mailing consisted of a letterhead with the complete story, prices, etc., accompanied by a press-print of the jewel box.

Leaving aside the matter of immediate business, we believe we did a good job in getting Dana coal in the limelight before 3,175 retailers. We presented our proposition in so dramatic a fashion that we feel we accomplished in the space of two weeks that which ordinarily might take months of effort. The total cost of the campaign (not including office labor,

packing, jewel boxes, etc.) was \$1,151.19. It was money well spent.

Our salesmen, in their follow-ups, are getting a big response. At each call invariably something is said about the jewel box and the novel method used in bringing the merits of Dana Coal to the attention of the retailer. Some retailers ask our salesman to prove that the piece of coal (and many have saved the jewel box) will ignite by the light of a match. And then our man presses his advantage. We would consider our investment justified if it did nothing more than to take our salesmen beyond the wall of fish-eyed indifference that is the masked guard of the average retail coal merchant.

Stuart Schuyler, Business Manager, New York "Telegram"

Stuart Schuyler, formerly director of the national advertising department of the Scripps-Howard Newspapers, recently known as Allied Newspapers, Inc., has been appointed business manager of the New York *Telegram*. Mr. Schuyler, who has been with the Scripps-Howard organization since 1911, succeeds Harold Hall, who has been appointed president of the re-organized Scripps-Howard Supply Company, successor to the Newspaper Supply Company, Cincinnati. Mr. Hall's headquarters will be at New York.

William G. Chandler, general business director of the Scripps-Howard group of newspapers, will supervise the national advertising department until a successor to Mr. Schuyler is chosen.

S. C. Johnson & Son Account to Charles Daniel Frey

S. C. Johnson & Son, Racine, Wis., makers of Johnson's polishing wax and the Johnson electric polisher, have placed their advertising account with the Charles Daniel Frey Company, Chicago advertising agency. A four-color campaign is planned for women's and class magazines. Newspapers and business papers will also be used.

Basil Church, Western Manager, "Household Magazine"

Basil Church, who is Chicago manager of the Capper Farm Press, has been appointed Western manager of *Household Magazine* in addition to his present duties. He has been with the Capper Publications for approximately eight years.

THE ADVERTISING OF Balkite

*has made it
one of the
best known names
in radio*



TO most manufacturers the introduction of a new radio set is a more than serious matter.

For the Fansteel Products Co., manufacturers of Balkite Radio Power Units, it is only a logical development.

Advertising has made this name so well known, has given it such value, that the trade expects Balkite Radio and accepts it as soon as it is announced. The public too, will accept it, for advertising

has made Balkite one of the three or four best known and respected names in the entire radio industry.

Advertising that succeeds in giving a name such acceptance that a change of product to keep up with the market becomes minor detail is enormously successful—succeeding in the most important task that advertising can do. Yet Balkite advertising has always aimed at and has always produced immediate sales.

The JOHN H. DUNHAM Company
ADVERTISING
TRIBUNE TOWER • CHICAGO

HOW AN INDUSTRY *"Came Back"*

LAST year in the face of unfavorable trade conditions the Master Retail Furriers Association of America, Inc., decided to advertise the fact that "a large number of retail furriers, skilled craftsmen, had banded together to guarantee the quality of workmanship and materials."

It was an announcement of importance to Chicago women. It was important, too, that women read and respond to it. It called for publication, the furriers said, "in a medium holding the full confidence of Chicago readers."

With this in mind the association placed its advertising **EXCLUSIVELY IN THE DAILY NEWS.**

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

ADVERTISING

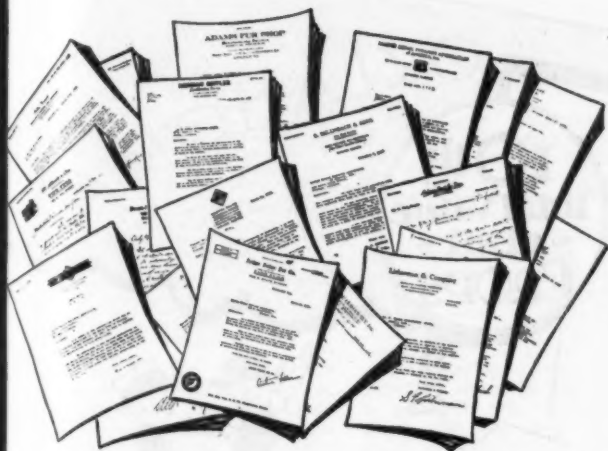
REPRESENTATIVES:

NEW YORK
J. B. Woodward
110 E. 42nd St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DE
Woodw
Fine

MEMBER OF THE 100,000 GROUP



The result? "It has brought a new interest in fur buying unknown heretofore," says a State Street furrier. "Our customers came from all over the city and from many of the suburbs," says the president of the association. Letters from more than twenty dealers attest the success of the advertising. So remarkable, in fact, were the results that a 1928 campaign has been inaugurated, again exclusively in The Daily News.

The furriers' experience is a guide to Chicago media for the clothing advertiser—as for all who sell to the Chicago home.

GO DAILY NEWS

Home Newspaper

GO
e Kelly
ran Are

DETROIT
Woodward & Kelly
Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

100,000
GROUP OF AMERICAN CITIES





According to the United States Department of Agriculture figures Oklahoma ranked tenth among all the states in the United States in total value of all crops in 1927.

Nor was this a flash in the pan. For in 1926 Oklahoma ranked eighth . . . and in 1925 it ranked fifteenth, according to the same authority.

1928 gives promise of another favorable year for Oklahoma agriculture. Wheat prospects are above the ten year average . . . dairying is on the increase . . . poultry raising is going ahead on an increased scale.

Manufacturers can greatly influence their sales in this prosperous territory by appealing to Oklahoma farmers through THE OKLAHOMA FARMER-STOCKMAN.

178,428 Copies Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

Represented by E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Detroit Kansas City Atlanta San Francisco

What Is the Ideal Advertisement?

It Should Supplement in Advertising Pages the Service the Editor Gives in Editorial Pages

By C. B. Larrabee

What is the ideal advertisement?

The search for the ideal advertisement is, I fear, likely to prove as futile as the alchemist's search for the philosopher's stone. Yet the science of modern chemistry owes a great debt to the researches of men who sought the philosopher's stone over queer fires in smoke-filled cells.

Thus a search for the ideal advertisement has little chance of reaching its goal, of finding the stone which will transmute any advertising idea into an ideal advertisement. It may, however, point out certain facts, uncover certain lines of reasoning which will clarify confusion and help the advertiser to find the path which leads eventually to the purlieu of ideal advertising.

AT the banquet held recently upon the announcement of the Harvard Awards, Frank Braucher, advertising director, the Crowell Publishing Company, gave his definition of ideal advertising, a definition which will serve admirably as a starting point for the quest of the ideal advertisement.

"Ideal advertising," he said, "from the publisher's point of view is that which offers meritorious service ranging from motor transportation to foods or soap at fair price; and presents that service to the publisher's readers honestly and in good taste. That sort of advertising fits in with the ideal the best publishers have set for their publications."

Mr. Braucher's words were inspired by those of a preceding speaker who had advanced the idea that there is too much advertising. It was Mr. Braucher's contention that there never can be too much advertising of the right kind. In rebutting the arguments of the other speaker he started well on the road to finding the ideal advertisement.

Let's forget the definition for a moment. Let's take an editor and an advertiser on a trip up Fifth Avenue. From a vantage-point on top of a bus we'll ask them to observe the thousands of people that crowd the sidewalks between

Washington Square and Eighty-sixth Street.

What does the editor see? Readers. What does the advertiser see? Consumers? Consumers. Readers. They are the same.

Now what is the editor's approach to these consumer-readers?

If he is worth his salt his only approach is one of service. The woman's magazine aims to help women to be better housekeepers, to dress better, to bring up their children as children should be brought up. The industrial magazine is written so that men engaged in industrial pursuits will be given the type of information which will help them run their plants more efficiently. Thus we go down the list—and find always that the editor is working to serve his readers.

This means, of course, that mediums are broken down into groups of competing publications, each rendering its own peculiar type of service. Yet the service rendered by any single medium within any group is basically the same. The variations are superficial rather than basic.

Now let's turn to the advertiser. What is his approach—or what should be his approach?

He realizes, or should realize, that the success of his advertising is based on the success of the mediums he uses. When he buys large circulation he buys it not because he feels his message will reach a great many people but because he feels, consciously or unconsciously, that his message will appear in a medium which has served a great many people in such a way that they wish to read that medium. If he buys limited circulation among a certain group of people, he does so because he feels that this group makes up a body of worth-while buyers who are being served by a certain publication.

Now the advertiser reaches the core of his problem. Shall he approach the consumer-readers with a message which is built upon a consciousness of what the editor is doing or shall he be satisfied with a sales talk which is utterly independent of anything that the editor has said or is doing? The latter course leads to advertising waste.

Let us say that you are making a product which is used on the farm. Your first advertising task, once you have decided on the merits of your product, is to analyze mediums. You choose a good farm paper and study its editorial appeal. If your mind is logical you find that your advertising, to be effective, should supplement that appeal. In other words, it should offer the readers of the farm paper the kind of service you are equipped to offer for the same reason that the farm-paper editor publishes his articles—in order to help the farmer-consumer-reader to be a better farmer.

If you are using a woman's magazine you make the same kind of analysis of the editor's appeal. You find him offering many types of service to his readers and you are foolish if you do not build your advertising on the basis of confidence and helpfulness which the editor has constructed.

THE FIRST REQUISITE

The first requisite, therefore, for ideal advertising is this rendering of service to readers. Now the word "service" has been pretty horribly overworked and at this point we should make clear what is meant by service.

The service rendered by the editor is not hypocritically unselfish. He renders service because he knows that without it his particular medium of expression cannot live. This does not make his service any the less valuable. So the advertiser can be quite selfish in his advertising. If he starts out to become philanthropic he either has too much money or is growing slightly mushy just north of his eyebrows.

Take, for instance, food advertising. Food advertisers have been

notable for the service they have given women in helping them cook attractive dishes and vary the home menu. In the average American home of today the menu is far more interesting and healthful than the home menu of twenty years ago. This has been brought about by two forces, the editor and the advertiser. In the editorial pages, the editor has talked of better foods and better menus. In the advertising pages, the advertiser has offered better food and told women how to cook it. Today, thousands of women depend almost entirely on recipes furnished by advertisers in their advertising and in their recipe book-lets.

American interior decoration in the 'nineties was something better forgotten. The editor and the advertiser working together have changed the taste of a nation. The editor has done it by preaching better decoration for the home, the advertiser by offering home products, and, indirectly, by showing pictures of beautiful interiors in his advertising.

American transportation has been revolutionized within twenty years. The revolution has been brought about by editor and advertiser working together. Even the most offensive super-advertisers in the automotive industry have done their little bit in selling better transportation. In the field of commercial transportation the revolution has been as marked as in the field of pleasure transportation—and again has been brought about by editor and advertiser. The department store advertisers admirably complement the service of the newspaper. The newspaper gives news of public events. The department store gives news of commercial values.

I refer to publications, but this does not mean that service has been confined only to advertisers in publications. I know of no more helpful service being performed by any advertiser than that rendered by United States Rubber in its outdoor advertising of historical towns. It would be impossible to list in any short list the many services performed by

direct-mail advertisers. And thus we can go through the list of all mediums of advertising.

The ideal advertisement, then, will first offer service to the consumer-reader. It will supplement editorial policy and base its value on the confidence built by editors. It will serve selfishly because its sponsors will realize that only by serving can they get the proper profits from their advertising.

Now we run into the objector who insists that advertising written in the same tone as editorial material will have no value because it will be too restrained. The objector is right, but he hasn't destroyed our line of reasoning.

The editor wins readers by being truthful and honest. He prefers under-statement to over-statement. He makes no statement unless he has verified it carefully. Even in his fiction he avoids straining credibility. Every service offered by the editor must measure up to the claims made for it. Substantial publications are built upon the bed-rock of reader interest and reader confidence.

The advertiser capitalizes this interest and this confidence, but he need not confine himself to the editorial means of expression.

Consumer-readers today do not expect to find the same tone in the advertising pages that they find in the editorial pages. They expect a certain amount of self-glorification. They do not expect understatement. In many ways the advertisement can differ from the editorial article. Therefore, the ideal advertisement need not be modeled on the ideal editorial article.

On the other hand, the ideal advertisement cannot be prepared without a close study of editorial matter. It must be honest and truthful. It must not make unverified claims—or unverifiable claims. It must not attempt to win by sheer flamboyance or sensationalism. It must build for itself the same kind of confidence and interest that is built by editorial material. The methods of building may differ—but the goal is the same.

Study extremes. On the one

hand, the editorial pages. On the other hand, the super-advertisements. The careful, restrained tone of the editorial page cannot be copied slavishly for the advertising pages. However, the noisy blatancies of the super-advertisement are miles and miles away from models for the ideal advertisement.

Somewhere in the middle ground between the editorial approach and the super-advertising approach lies the field of the ideal advertisement.

The writing of the ideal advertisement makes definite demands upon the writer. In the mind of the copy writer lies the ultimate answer to those who are searching for the ideal advertisement.

COPY WRITERS MUST BELIEVE IN THEIR PRODUCTS

The copy writer may have analyzed the demands of the consumer-readers. He may understand the proper tone to use. Yet if he does not believe in the product, he cannot write the ideal advertisement.

By "belief" I do not necessarily mean that the writer of copy must be convinced that the product about which he is writing is the best product in the world. The man who writes an advertisement for a cheap automobile knows that there are better automobiles. He should believe, however, that the automobile about which he is writing is the best car in the world for the price and for certain classes of prospects. Some of the silliest advertising that has ever been written has been created by copy writers working themselves into ecstasies of claims over a cheap car. A Ford is not a Cadillac and Ford advertising is successful because the copy writer does not try to make the consumer-reader believe that the advent of the new Ford means the doom of all other cars. If he ever tries that, Ford advertising will become laughable.

The copy writer must, then, be honest and he must be sincere. He must also be sincere enough to be enthusiastic. Conviction can only come from enthusiasm.

The copy writer must have other

qualities but if he is to write ideal advertising these qualities are of secondary importance to honesty, sincerity and enthusiasm.

As a start, then, we may place certain definite restrictions on the writing of ideal advertising. First, it will perform a needful service. That service may be the announcement of a price reduction or it may be the suggestion of a new mode of living. The ideal advertisement need not be revolutionary. Its service may be great or small—but the service must be there.

Second, the ideal advertisement must be truthful, honest, and intelligent. It must breed confidence and interest. Truth, honesty, intelligence, confidence and interest; all these must be in the ideal advertisement.

Third, it must be written by a writer who believes in the product he is trying to sell and who is enthusiastic and skilful enough to transmit his belief to the reader-consumer.

Too much advertising? Can there ever be too much advertising if it is built according to the above recipe? Is it not obvious, also, that the recipe automatically does away with the vicious evils of super-advertising?

In closing let's quote once again from Mr. Braucher's speech.

"The viewpoint of the advertiser is not a fixed thing. The possibilities of advertising are so great that with its steady development it takes on constantly new significance. Almost within our memory the viewpoint of the advertiser toward his advertising has progressed from the mere announcement stage to the highly developed appeals of today."

Because of this fact the nature of the ideal advertisement will undergo a gradual evolution in its details. But basically it will have those qualities already outlined, adapted, always, to new conditions.

John Kelly Joins Batten Agency

John Kelly has joined George Batten Company, Inc. He was formerly with the New York office of N. W. Ayer & Son.

Eaton Paper Company Organized

Following his purchase of the Berkshire Hills Paper Company, Adams, Mass., Henry J. Guild has sold a substantial interest in that company to the Eaton, Crane & Pike Company, Pittsfield, Mass., manufacturer of writing paper. A new company to be known as the Eaton Paper Company will be organized with Mr. Guild as vice-president and general manager.

Other officers of the new company will be: President, Arthur W. Eaton, head of Eaton, Crane & Pike; vice-president and treasurer, William H. Eaton; assistant treasurer, John R. Tobey, and director, Alexander Simpson.

Mr. Guild formerly was vice-president of the Eastern Manufacturing Company, Bangor, Me.

Gardner Agency to Consolidate Chicago and New York Offices

The Chicago office of the Gardner Advertising Company will be moved to New York about June 15. H. L. Spohn, vice-president and manager of the Chicago office, will become manager of the combined Chicago and New York office.

H. C. Gordon, who had been vice-president and manager of the New York office, has resigned to become a partner of Miller, Court & Company, investment bankers. He will be manager of the Toronto office.

S. A. Linnekin with Barron G. Collier

S. A. Linnekin, for the last two years with the Central National Bank and Trust Company, St. Petersburg, Fla., has become associated with Barron G. Collier, Inc., New York, in the marketing data department, specializing in financial research. He was, for fourteen years, with the Roger Babson Statistical organization, Wellesley, Mass.

E. I. Golding Retires from Stehli Silks

E. I. Golding will retire on June 1 as president and general manager of the Stehli Fabrics Corporation, a subsidiary of the Stehli Silks Corporation, New York. The Stehli Silks Corporation will take over the entire management of the Stehli Fabrics Corporation and continue it in operation as a department of the Stehli Silks Corporation.

"The Farm Journal" Appoints Mrs. M. R. Reynolds

Mrs. Mary R. Reynolds, engaged for many years in farm-paper editorial work and in the field of home economics, has joined the staff of *The Farm Journal*, Philadelphia, as associate editor in charge of women's interests.

The CHICAGO HERALD *and* EXAMINER

Circulation	
Herald and Examiner . . .	411,515
New York Times	405,707
Boston Post	395,607
New York World	334,482
N. Y. Herald-Tribune . . .	302,365
Philadelphia Inquirer . . .	277,880
St. Louis Globe-Democrat	264,604
Kansas City Times	248,941
New York American	206,952
A. B. C., March 31, 1928	

**largest
★ morning
newspaper
circulation
in America**

★ Standard Size Newspapers

THE CHICAGO HERALD *and* EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON

T. C. HOFFMEYER

285 Madison Avenue, New York 625-6 Hearst Bldg., San Francisco

YOU can say anything you want in a solicitation for advertising in New York City newspapers, but this one fact stands out like the Rock of Gibraltar.



Local retail merchants understand and live with conditions as they actually are in this market—year in year out. As a group they place a greater responsibility, in the form of advertising dollars, in the New York Evening Journal than in any other daily newspaper.



To whatever extent they rely on advertising as a factor in moving their merchandise—that reliance is greater

in the case of the New York Evening Journal than in the case of any other New York newspaper.



The extent to which that trust has been a profitable one from their standpoint is attested to in their continued patronage of the New York Evening Journal.



CIRCULATION FOR SIX MONTHS ENDING
MARCH, 31, 680,115 DAILY NET PAID

NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper
in America and a QUALITY circulation at
THREE CENTS a copy daily and FIVE
CENTS a copy Saturday*

Hearst Building
Chicago, Ill.

2 COLUMBUS CIRCLE
New York City

Book Tower Building
Detroit, Mich.

**Agencies and
advertisers when
making newspaper
lists have the advantage
of selecting markets
where business is good.**

**Detroit is one
of these markets
and business is
especially good
with the Detroit Times.**

"The Trend is to the Times"

Is the Candy Industry a "Billion Dollar Muddle"?

The Industry as a Whole Is Healthy but Some Manufacturers Seem to Make Price Too Much the Governing Factor

By Frank G. Shattuck

President, Frank G. Shattuck Company

SOMEBODY recently referred to the confectionery industry as "the billion dollar muddle." I am supposed to be rather closely connected with the business of making and selling candy. This is the first I have ever heard that the industry is a "muddle."

I find it hard to believe that it is. In fact, I am inclined to believe that whoever put that into print is laboring under a misunderstanding.

It is no doubt true that certain manufacturers may find their particular businesses in a condition which might be called a "muddle," but it seems wrong to regard the industry in that light. There are several producers of confectionery whose annual statements for 1927 show them to be in a wholesome condition.

It is unfortunate that there are others whose results were not so successful last year. Possibly some members of this latter group is father to the remark about the industry being a "muddle."

It might be well to look the whole candy situation right in the face. The candy industry is a clear-cut, well-defined business. That applies to producing, to selling and to consuming.

I regard candy as a basic food. Analyze the ingredients of a good piece of candy and what do you find? Sugar, chocolate, nuts, fruits—there you have the great percentage of the ingredients which go to make up a pound of candy of good quality. And what have you there?

Carbohydrates—which are the "heat-units" that the human body needs. It means that candy is not an unnecessary luxury, but that, on the contrary, it takes its place among the worthwhile foods. It is only because of its appeal to the mass of human beings that it is often regarded as a luxury. If it retained all its food value, but lost some of its deliciousness, then it might be more easily merchandised as "food."

Frank G. Shattuck is the founder of the Schrafft candy stores and restaurants, of which there are now thirty-two. He established his first store in New York in 1898 in order to promote the sale of Schrafft candy, which he had been selling on the road for a number of years.

Mr. Shattuck was a good salesman—one of the best the candy industry has ever had. He credits his success as a salesman to hard work, not super-salesmanship.

Quality is almost a fetish with Mr. Shattuck. It might be said that "100 per cent quality in everything" is his slogan for the Schrafft stores.

Knowing these things, we can understand why he says in this article that better selling and better quality will lift candy manufacturers out of the "billion dollar muddle."

Now, human beings, particularly those who inhabit these United States, seem to require a large quantity of carbohydrates. Carbohydrates, in the form of sugar, were consumed in the United States in 1925 to the amount of 6,171,267 tons. That includes the sugar which was bought by housewives as sugar, also all the sugar used in all kinds of manufacturing. This latter includes the making of condensed milk, baked goods, confec-

tionery, syrup and like products.

Included in this gross tonnage of sugar used in 1925, there were 493,700 tons used by the candy industry. In other words, only about 8 per cent of the sugar which the American people consumed in 1925 was used in the form of candy.

When we keep in mind that the country as a whole plainly thinks very well of foods with a high sugar content, and when we further keep in mind that of this desirable food product, only 8 per cent is used in producing something so universally enjoyed as candy, then we may logically say to ourselves, "The candy industry has a future which spreads out in every direction."

The old time prejudices which prevailed against candy have been quite generally dissipated. The newer knowledge of the food value of candy has provided for it a real place among foods in the home. These things have combined to take candy out of the school boy and school girl class and have given it a real place in the home where all may and do enjoy it.

With all these things so evident on every hand, is it not fair to say that there's nothing the matter with the candy industry? But in saying that, we must go on and, in the same breath, agree that there is something radically wrong with certain individual manufacturers in the candy industry. Otherwise, there would be none of this talk about the "muddle."

When we consider the financial returns for the last several years, we do come face to face with the fact that all too many men in the industry have been trying to sell their product for what it cost them to make it—in some cases for even less. That is unfortunate. It is not only unfortunate for the individual who sells in that way, it is unfortunate for the innocent party who runs into competition with such an individual.

Until a few years ago there was much said, within the industry, about the lack of knowledge of costs on the part of many manufacturers. This has been largely

overcome through the good work of the National Confectioners Association. Cost finding in candy has been made an exact science and the methods are easily obtainable.

But in the face of this knowledge of costs some manufacturers have been and in some cases still are selling at unsound figures. There can be only one reason for this, namely, the willingness on the part of some manufacturers to condone unsound selling methods.

It is not so long ago that I was on the road selling chocolate and the selling end of the business is still closest to me. Unfortunately, most owners of factories have had little or no selling experience. They are too often inclined to take too much for granted, especially things which salesmen report.

I do not doubt the sincerity of salesmen, but often their enthusiasm upsets them. Often, too, unscrupulous merchants break down the morale of the unwary salesmen. It is very common for a clever merchant to sell the salesman, instead of the salesman selling the dealer. The result is that such salesmen go to their employers and report: "So and so is getting this and that from that concern. I know it for a fact—I was in his store. He told me so himself. When we've got to buck up against that sort of competition, what can we do? We've got to meet it until he learns his lesson."

And unless somebody takes the salesman to one side and sets him straight, that man goes on living in error. This is doubly bad when his employer gets all upset and says: "Well, if so and so is doing that we can do the same thing. We'll show him."

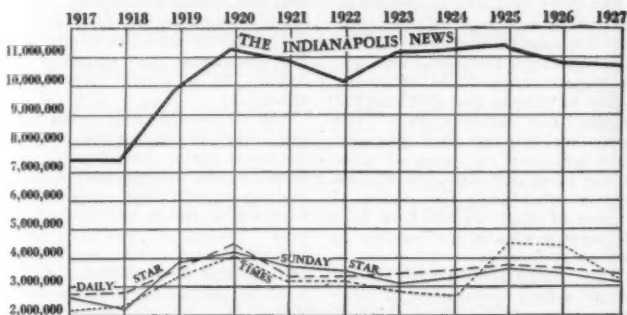
Then the showing process gets under way. Everybody loses money. But it doesn't stop there. Each manufacturer, as he finds himself losing money, goes into a deep study and tries to find the answer. There are three answers:

First, he can go on taking losses.

Second, he can teach his salesmen the fallacy of that sort of thing and teach them why and how to get a right price.

Third, he can be less careful of

Here's an 11-year experience record of Indianapolis advertisers



LOCAL DISPLAY ADVERTISING

Local advertisers in Indianapolis—who use newspaper space regularly, day after day, week after week, month after month—certainly know what newspaper brings best results . . . Experience is a great teacher!

The lineage volume of the INDIANAPOLIS NEWS in Local, National, Classified and Total, towers above the field because the experience of years has *proved* that The NEWS is the one dominant advertising medium in this rich market.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

NEWS CITY CIRCULATION IS OVER 93% HOME-DELIVERED

the quality so that the new price may still show a profit.

Now, if he sticks to the first method, you know the answer. All too often he doesn't know how to attempt the second method.

So he turns to the easy way. It is not hard for the candy manufacturer who wants to, to cut down on quality. It is even possible to cheapen it materially without greatly influencing the appearance of the product.

But there really is no substitute for quality in candy. People soon lose the appetite for candy of inferior quality. Unconsciously, people expect candy to be satisfying—able to satisfy the physiological craving for carbohydrates. The candy maker may fool the eyesight and even the sense of taste of the mass of people. But some how or other when the quality of a piece of candy is cut, then people seem gradually but steadily to turn away from it.

The manufacturer of candy whose selling experience is little or nothing and who finds himself served by a sales force which is not really alive to the vital necessity of quality in candy, is apt, to his own misfortune, to ally himself with the ideas of his men and make cheap candy. He tells himself that he has to get business. He tells himself he can't afford to take losses. So he cuts quality. And then he is really in a mess.

The manufacturer who does that sort of thing sooner or later finds himself in this "muddle" about which we hear.

It is true that it takes more than ordinary selling instinct and selling faith these days in the candy industry. It is true that the pressure of men coming in off the road and demanding lower and lower prices is something which is very hard for many manufacturers to withstand. The temptation to give the salesmen the lower prices for which they ask is great.

But there is just one thing which salesmen must remember and which the employer of salesmen must remember and that is that it is utterly impossible for an individual to stay in business and cater to the

cry of the salesman for candy for less money.

Salesmen must realize that they have to be able to do more than show samples and quote prices. This is particularly true in the candy business.

The candy salesman who is worth his salt to his firm, to his industry, to his customers and to himself must be able to point out to the customer why his house is justified in asking the prices it does ask. The great need of the candy manufacturer of today is for salesmen who can really sell. He needs men who can help the retailer be a better candy merchant.

One big, outstanding trouble with the candy salesman of today is that the years during and after the war found candy moving out so easily and so rapidly that salesmanship wasn't required in the candy business. Because of that fact, candy selling became a lost art. Candy selling must be relearned. And it must be learned again on the foundation of quality.

There is every indication that the consumer of candy is not the person who is crying for cheaper candy. On the contrary, the consumer never before expressed the willingness to pay for good candy which he is expressing today.

The crux of the matter seems to lie in the hands of merchants who, in buying candy, make price first consideration and play one salesman against another. Here, again, merchants cannot be blamed entirely. When salesmen, in calling on the trade, make price the great talking point, it is only natural that the dealers should take the cue. And they will continue to buy on the basis of price until salesmen begin to know more about candy quality and begin to teach the retailer that the basis for a sound, growing business for him is good candy.

Music School Appoints Frank Presbrey Agency

The U. S. School of Music, New York, has appointed the Frank Presbrey Company, advertising agency of that city, to direct its religious and educational advertising

More Arithmetic for Automobile Advertisers

The owners of more than 26% of all the passenger cars in Illinois live within the city limits of Chicago. And, in 1927, 17% more new cars were sold in Cook County than in all the remaining 67 of Northern and Central Illinois.

Here is a tremendous market for new cars, for tires and for accessories, concentrated in substantially a single community—the greatest metropolitan motor car market in America. Concentrated, too, in this mighty market, is more than 90% of the Chicago Evening American's circulation; for the six months ending April 1, 1928, the circulation of the Chicago Evening American averaged 571,757 daily.

CHICAGO EVENING AMERICAN

A good newspaper



**ONE OF THE
LARGEST NEWSPAPERS
IN AMERICA
-YET...HAS NEVER GIVEN
A PREMIUM OR PRIZE**

TODAY, in the Philadelphia market, there are six hundred thousand homes. And every day more than five hundred thousand families read The Bulletin.

Never has a single "stunt" been used to add circulation. Never a premium, prize or contest.

The Evening Bulletin reflects the sane, moderate spirit of a great people. Sensation finds no place in its columns.

Its road to success has been an unhurried one; seeking permanence, rather than speed in the building of circulation.

Here is a city where reader-confi-

dence and loyalty have made a small daily the largest newspaper, by far, in its territory...one of the greatest in all America.

Advertisers appreciate this situation: In 1927 more local and national display advertising, and more individual classified advertisements, appeared in The Bulletin than any other Philadelphia newspaper.

Retail stores placed more individual advertisements in The Bulletin than in all other Philadelphia newspapers combined.

The manufacturer who is today concerned with the problem of immediate sales increases should study Philadelphia, and the unique opportunity it offers.

Should know that here in America's third largest market, almost every home can be reached at a low cost in one newspaper.

In a newspaper that offers an all-inclusive market,—for it far exceeds the circulation of any other newspaper in Philadelphia's wealthy suburbs as well as in city homes.



Philadelphia has 35,565 business establishments, excluding small shops. (From the office of City Statistician). On a basis of three executives to each, there are more than 166,000 business leaders in the city. The Bulletin thoroughly covers these fine sales prospects.

The Evening Bulletin

City Hall Square

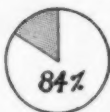
PHILADELPHIA

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

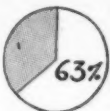
New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Ave.

Copyright, 1928, Bulletin Co.

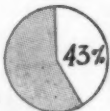
Do You Know—



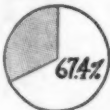
That 84% of the circulation of **THE FARMER'S WIFE** is located in 15 agricultural states?



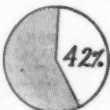
That 63% of the farm wealth of America is in those same 15 states?



That 43% of the farms in the entire country are in those 15 states?



That 67.4% of all farm-owned automobiles in America are in those 15 states?



That 42% of the total rural population of America is in those same 15 states?

That **THE FARMER'S WIFE** is the only magazine in America published exclusively for farm women?

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

When the Prospect Shies at Coupons

Adroit Copy and Distinctive Typography Will Pull Inquiries, Chicago Title & Trust Company Campaign Proves

ON the morning of March 27 the mail man brought an ordinary appearing letter into the offices of the Chicago Title & Trust Company. It was from the vice-president of a large corporation in Chicago. Inside the envelope was one of the Title & Trust Company's advertisements offering a booklet on living trusts torn from a newspaper.

"Send me a copy of this booklet," the sender had penciled over his signature.

The booklet together with a processed letter went forward to him without delay. On March 29 the inquirer asked for more detailed information. The next day he received a reply which suggested that he call at the Title & Trust Company's offices. On April 6 he did call and with the assistance of his attorney drew the papers naming the company as executor of an estate involving about \$1,000,000. The business came from a man whose name did not appear on the company's prospect list, probably because of his close association with other banks.

This incident is one of many brought about this spring by the Chicago Title & Trust Company's newspaper advertising, coupled with direct mail and personal solicitation. Taken as a whole, the campaign indicates that: 1, it is possible to get direct inquiries even for so intangible an item as

trust company service; and 2, good copy and distinctive typography will produce direct returns where the prospect is of the type that usually fights shy of filling out coupons.

Last fall the Chicago Title & Trust Company used newspaper

advertising to originate a fair number of direct inquiries on insurance trusts. This spring the company decided to advertise its service in the field of living trusts. At the outset several viewpoints had to be reconciled before any advertising plan could be put into operation. For example, there are in the Chicago area only a few thousand people whose wealth and untached banking position would qualify them as prospects for the company. Could

they not be reached more easily and economically by mailings than in any other way? In the end it was decided that in the area covered by Chicago newspapers there were countless prospects whose names could not be located through any mailing list of economical proportions. Yet in many outlying communities, the company felt, there were people of means with a real need for high-grade metropolitan trust service.

At this point the relative importance of pulling direct inquiries had to be weighed. Greatly as they were desired, it was decided that they must be obtained



WATCH YOUR ESTATE AT WORK

A Protected Living Trust enables you to observe the administration of your estate during your lifetime and to change its terms to meet new conditions.

Thus you can test the wisdom of your plan and the efficiency of your trustee. The persons whom you wish to benefit can be advised and trained in the use of property.

And you have a great source of security in the knowledge that your family is protected against loss of principal or interest on securities selected by us through our \$1,000,000 Special Reserve Fund.

Consult our trust officers or write for our booklet "The Protected Living Trust."

CHICAGO TITLE & TRUST CO.
60 WEST WASHINGTON ST.

Assets Over \$12,000,000

No Personal Liability

No Trading in Securities



THOUGH SIMPLE, THE LAYOUT OF THIS CAMPAIGN IS FREE FROM DULL SAMENESS

without "pressing" in the copy. As a rule the man of affairs wishing to create a living trust is not a coupon addict, so five other objectives preceded that of producing direct returns. They were: 1, To build up in the trust field the favorable reputation which the company enjoys in the field of title abstracts and guaranty; 2, To inform the interested public of certain distinctive qualifications possessed by the company and to further word-of-mouth discussion of these; 3, To cultivate the field of prospects for the intensive direct-mail advertising to follow; 4, To pave the way for trust officers and facilitate their work of field solicitation; 5, To indicate the company's spirit of co-operation with the legal profession and insurance field.

The advertising program finally decided on combined large space in the seven Chicago newspapers with synchronized mailings. The mailings consisted of processed letters enclosing a booklet entitled "The Protected Living Trust," a folder and a proof of the current newspaper advertisement to interested professional groups and, of course, to those who made direct inquiry as a result of the newspaper advertisements.

The obvious difficulty of getting the attention of such people as the advertising had to reach in order to succeed at all occupied many conferences of the company and its advertising agency. No detail of the preliminary planning received more thought than this matter of arriving at a distinctive appearance which would command attention and quickly identify every piece of copy as belonging to the company's series.

The layout finally evolved, though simple, is free from the dull sameness and stodginess sometimes associated with financial and bank advertising. It is dominated by the illustration of a *bas relief* plaque after the manner of ancient Greek art, showing a warrior with his sword and shield together with the caption "Man Has Always Sought to Protect His Property." The headline set in Cubist Bold and the text in

Bodoni Bold blend with the illustration nicely, the company feels, in expressing the protection idea simply and forcefully. All copy is of the definition type, straightforward, incisive and brief without any groping for fine writing. Each piece of copy emphasizes three major features of the Chicago Title & Trust Company's service—a special reserve fund of \$2,000,000 to protect principal and interest on trust investments, no trading in securities and no demand liabilities.

Remembering that direct inquiries were but one of six objectives sought, the results of the advertising this spring have been interesting. One piece of copy brought an inquiry from a man living in a farming community in Southern Illinois. He asked for the folder advertised. On receiving this, together with a processed letter, he wrote again indicating that he might be in Chicago before long. A trust officer then arranged to visit him. At the interview the prospect said he felt that a company as large as the Chicago Title & Trust Company would not care to handle his small fund. His comment was interesting as showing the modest attitude of many bank prospects and the unexpected kind of sales resistance entering into the problems of any trust company or corporation whose previous advertising is cold and reserved. In this case a trust was closed amounting to \$400,000.

Officials of the Title and Trust Company cannot conceive of having reached this man hundreds of miles away from Chicago through any mailing list they might have used. To them the case illustrates the value of a medium of general circulation in combing a territory for prospects, bringing new blood into the customer list and widening the company's circle of influence still further.

One advertisement brought among others an inquiry from a business man who was one of six heirs to a large parcel of real estate. Following the inquiry a trust officer suggested a land trust which the six heirs signed, termi-



© 1928 THE CONDÉ NAST PUBL.

Vanity Fair's long record as an advocate of numerous artists who have become famous since it first introduced them, is more than a record in esthetics. It has a practical side. The American public, including the advertisers themselves, have paid millions of dollars for the work of these men and women. So, in guiding as it does, the expenditure of so much money on commodities involving discrimination and good taste, Vanity Fair suggests itself as a valuable ally to those advertisers who have styled their products according to the modern standard and wish to sell them in the market where style begins.

nating a long period of uncertainty and dispute among themselves. In this case the original inquirer was so pleased with the arrangement that he introduced the trust officer to a business associate who created a life insurance trust and made a will under which the company will act.

Another case indicates how one contact obtained by advertising may be only the first of several profitable transactions. The traffic manager of a large lumber company, reading one of the advertisements, made inquiry concerning a life insurance trust. While the matter of creating a trust was pending, he introduced the officer who called on him to the vice-president of his company. This latter man was acting as personal trustee of the widow of a former associate. Feeling poorly qualified to handle the estate, he arranged to have the Title and Trust Company act. The result was the creation of a \$100,000 living trust. The original inquirer also introduced the trust officer to the secretary of his concern who made an insurance trust agreement.

After reading one of the Title and Trust Company's advertisements the manager of one of the leading automobile branches remarked to an acquaintance, "I don't fall often for coupons, but this advertisement was right in line with my own thought and interested me." His inquiry for a booklet on living trusts was answered without delay. Nothing happened. Two weeks later a trust officer calling on him found he had misinterpreted a phrase in the booklet which seemed to him to limit the flexibility of the agreement. The phrase was promptly explained. The prospect's interest revived and he called in three associates, all of whom concluded trust agreements.

In a large percentage of cases where trust service has been sold several pieces of business have developed from a single lead. Besides the business already closed, a highly satisfactory amount of prospective business has been originated by the newspaper advertising and the direct-mail cam-

paign. From its effort this spring to sell trust service the Chicago Title & Trust Company has reached the following conclusions:

1. Advertising in newspapers uncovers leads and prospects for trust business in places and among classes that would not ordinarily be regarded as logical sources for such leads. It develops names that would not ordinarily be written into a mailing list of feasible proportions.

2. Such advertising extends knowledge of and confidence in the qualifications of a corporate trustee, thus cultivating future business in a way that should become immensely important if the campaign is continued year after year.

3. This advertising results in sales of an important volume of trust business by personal solicitation, and also makes possible multiplied contacts among the acquaintances of prospects.

4. Leads secured through advertising are best followed and closed by a combination of correspondence and personal call by a thoroughly capable trust officer.

G. V. MacKinnon, President, John B. Stetson Company

George V. MacKinnon has been elected president of the John B. Stetson Company, Philadelphia, manufacturer of Stetson hats. He succeeds the late J. Howell Cummings. Mr. MacKinnon began his service with the Stetson company in 1900 as assistant to the purchasing agent. Subsequently he was transferred to the accounting department, later holding the positions of chief accountant, treasurer and vice-president.

Williams Oil-O-Matic Ap- points Roche Agency

The Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., manufacturer of oil burners, has appointed the Roche Advertising Company, Chicago advertising agency, to direct its advertising account. Plans call for the use of newspaper, magazine, outdoor, business publications and radio advertising.

New Account for Peck Agency

The Bankshares Corporation of the United States, New York, has appointed the Peck Advertising Agency, Inc., New York, to direct its advertising account. Newspapers in New York, Newark, N. J., and surrounding territory are being used.

GOOD newspapers today are much more than mere disseminators of news. They must engage in activities in the interests of public service whose scope a few years ago would have been considered far afield from a newspaper's function. Such work, defined, means *enterprise*.



The Detroit Free Press has just completed an Architectural Competition for the better type of small homes. Entries in this competition from architects came from twelve states exclusive of Michigan. Six cash prizes of five hundred dollars each were awarded and six honorable mentions by a jury composed of

members of the American Institute of Architects.



The effect? Principally a notable stimulus towards *good* home building in Detroit. Here then is a reflexive quantity of considerable moment to advertisers having things and materials to sell that enter into home building.



Coverage of every other home in the Detroit market offered by the Free Press hitched to constructive enterprise of the type just mentioned is helpful, decidedly so, to any advertiser operating in this area.

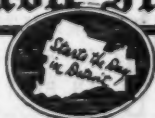
The Detroit Free Press

VERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

Circulation
of
The Sunpapers
of Baltimore
Daily (M & E)

for April, 1928

287,899

*Largest Circulation
in Sunpaper History*

Sunday, 194,925

Everything in Baltimore Revolves Around

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

GUY S. OSBORN
800 N. Michigan Ave.
Chicago

A. D. GRANT
Constitution Bldg.
Atlanta, Ga.

AND AGAIN: NEW ORLEANS HAS A HOME FURNISHING SHOW

FOLLOWING New Orleans' most successful automobile show comes New Orleans' Home Furnishing Show, more elaborate, more complete and even *more* successful than the Furniture Show of 1927.

The Home Furnishing Show was presented by the retail dealers of the city who contribute to the furnishing of New Orleans homes, under the auspices of The Times-Picayune, May 9-16. 84,000 square feet in the International Trade Exhibition Building were filled with exhibits of everything for the home, from the porch swing to the latest in kitchen mops. 125,000 tickets were requested by the exhibitors for distribution among the home buyers of New Orleans who wished to attend the show.

These exhibitors placed their advertising relative to the show entirely in The Times-Picayune. On the opening day alone 57,000 lines were placed in a special 32-page section devoted to the show.

Dominance in circulation and reader interest again proved its worth.

Daily 93,227

Sunday 129,359

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg and Neece, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Packing for Export

Packing That Is Suitable for One Destination May Not Be Satisfactory for Another

By Paul L. Grady

Secretary-Treasurer, National Association of Wooden Box Manufacturers

SECOND only in importance to the American exporter selling his products in the foreign markets of the world to getting paid for them, is for him to pack them properly, that they may arrive in an undamaged condition and be useful to his customer. No matter what the quality or price of the product may be, it is useless to the importer if it arrives in a condition that does not permit it to be used or sold.

The enormous growth of our overseas trade since the war has tended to increase the number of exporters. Some of these are inexperienced, with the result today there is merchandise consigned to foreign markets packed in containers that little more than meet the railroad's minimum requirements for domestic shipment.

It is recognized that it is the duty of the carriers to use care and diligence to see that chances for pilferage and breakage are reduced to a minimum, but it is also directly to the interest of the shipper to co-operate with them by packing goods in a way that will withstand the hazards of shipment.

Packing of a kind that will be satisfactory for one country or destination may not be at all suitable for another. At many ports of call, and this extends to all the different sections of the world, there is an absence of port facilities which calls for packing of a very substantial character. In such instances the steamship is anchored in the open roadstead and the cargo discharged into lighters or barges for delivery ashore in weather of various sorts. It is incumbent upon the exporter to know the facilities of the port where his goods are consigned, that they may be properly packed. For instance, a con-

signment packed for shipment from New York to Hamburg might be entirely suitable for that voyage but be wholly inadequate if it were consigned to a port where it was necessary to use lighterage.

As steamship rates are based upon volume as well as weight, it is usually advisable to resort to compression, nesting and knocking down to conserve in the cubic measurement of the shipment where such practices will not result in damage to the goods shipped.

An efficient packing engineer, after studying the exporter's merchandise, by changing the packing methods of the shipper or even by suggesting minor changes in the construction of an article which are not detrimental to marketability, can often effect material savings in the freight charges. Irregular-shaped packages are not ordinarily easy to stow in an economical manner and wherever possible the shipper should adopt a container as nearly rectangular as possible in order to keep his freight charges at a minimum.

VALUE OF MINOR CHANGES

Examples of a common use of compression to reduce volume is baled cotton or baled textiles of various sorts. What may be accomplished through a minor change in design is cited in reference to a manufacturer of bathtubs. For several years this manufacturer exported a tub which was so made it could not be nested. Then the design was changed by slightly narrowing it at the bottom. That permitted the tubs to be nested and as a result approximately 50 per cent was saved over the former freight charges. It is needless to add this saving gave that manufacturer a decided advantage in meeting competition.

The automobile is perhaps the

Portion of an address before the National Foreign Trade Convention at Houston, Tex.

most common example of how merchandise can be knocked down for shipment. Those living along the railroads leading from Detroit and the other great automobile-manufacturing centers are familiar with many flat cars loaded with boxed automobiles headed to New York for export. The cubic contents of these boxes are but a fraction of the space necessary for the stowing of an assembled car.

In selecting a container, there are at least six important factors the exporter must keep in mind:

- (1) It must be adequate to protect against damage from handling which includes reasonable assurance from puncture;
- (2) It must be of such construction as to discourage pilfering;
- (3) It must offer protection against climatic changes and adverse weather conditions;
- (4) Its effect upon transportation and insurance costs;
- (5) Its effect upon the import duties of the country of destination;
- (6) Cost.

In naming these, an effort has been made to list them in relation to their importance. "Cost" is named as the last factor to be given consideration. The reason for this is obvious. Unless the container satisfactorily meets the other conditions, it is economically wrong to attempt the shipment. Markets that have taken years to develop can be lost through lack of care in packing a single shipment. Sight should never be lost of the fact that service is the foundation of success in our foreign trade. In the long run, the best is cheapest.

Although the outside container may be adequate to withstand every hazard it may meet—the long-shoreman's hook, the rope sling, careless handling, improper stowage, lightering, inclement weather at an open wharf—if the merchandise is not properly packed in the container, it may be damaged. Ways of bracing goods in the container must be employed so that they cannot shift, or in the case of delicate articles so that external shocks are absorbed before being transmitted to the article itself.

Heavy products should be packed as compact as is consistent with good practice in order to realize

the steamship weight basis which tends to reduce freight charges.

Too much emphasis cannot be placed upon proper marking of export shipments, as each year tremendous losses occur from improper and incorrect marking.

Stencils should not be less than two inches and on large-sized cases they should be larger. The Department of Commerce recommends up to five inches in height. The ink used should be a good quality of black waterproof stencil ink or paint. Brush marking is ordinarily unsatisfactory. Unnecessary marks make the address and case number more difficult to find and read and advertisements point the way for the pilferer.

H. C. Rice Heads New England Dailies

Howard C. Rice, publisher of the Brattleboro, Vt., *Reformer*, was elected president of the New England Daily Newspaper Association at its recent annual meeting held at Boston. He succeeds Robert L. Wright, publisher of the Haverhill, Mass., *Gazette*.

Other officers elected were: Vice-president, George F. Booth, Worcester, Mass., *Telegram-Gazette*; secretary, James M. Langley, Concord, N. H., *Monitor-Patriot*; treasurer, Charles L. Fuller, Brockton, Mass., *Enterprise*, and manager, Frank E. Phillips.

Elections to the board of governors were as follows: Theodore Bodenwein, New London, Conn., *Day*; George B. Utter, Westerly, R. I., *Sun*; William H. Reed, Taunton, Mass., *Gazette*; Julius Matthews, Biddeford, Me., *Journal*; Donald B. Miller, Pittsfield, Mass., *Eagle*; Herbert A. Smith, St. Johnsbury, Vt., *Caledonian-Record*; and John A. Muehling, Manchester, N. H., *Union-Leader*.

Norman Dodge, President, Mergenthaler Linotype

Norman Dodge, for more than twenty years vice-president and general manager of the Mergenthaler Linotype Company, New York, has been elected president. He succeeds Philip T. Dodge, who has been made chairman of the board of directors.

Frederic D. McKenney, of Washington, D. C., for many years a member of the board and vice-president and general counsel, has been elected to fill Philip T. Dodge's place as a member of the executive committee of the board of directors.

Philip T. Dodge has been president of the Mergenthaler Linotype Company and its immediate predecessor since 1921.

JUST ASK US

Everyone grows stale at times, especially if one happens to be working year in and year out at the same old grind.

For instance, you wish to get out a booklet or folder. You may find your thoughts centered on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to presume that an organization which has been producing printed matter for nearly half a century has an accumulation of ideas that can be made to fit your business.

Just ask us for suggestions. If we are able to help, you win. If we can't, we will frankly tell you so.

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE • NEW YORK

How One Manufacturer Capitalizes on Another's Advertising

Martin-Parry Puts on Direct-Mail Campaign to Speed Up Sale of Chevrolet Trucks

RECENTLY there appeared in a medium of general circulation a spread in color of the Chevrolet Motor Company, devoted to some of the company's commercial truck chassis. Shortly after the appearance of this advertisement the Martin-Parry Corporation, maker of auto truck bodies, sent out a mailing piece to Chevrolet dealers calling attention to this national Chevrolet chassis presentation.

The caption across the top of the Chevrolet advertisement read: "The Lowest Ton-Mile Cost provided by Chevrolet Trucks at Amazing Low Prices," and the concluding paragraph at the bottom of the right-hand page was as follows:

TRIAL LOAD DEMONSTRATION
Your Chevrolet dealer can provide a body type designed especially for your business and will gladly arrange a trial-load demonstration. See him today.

And now for the Martin-Parry tie-up. It will be best, first of all, to quote the letter:

CHEVROLET'S BIG SMASH!

On page... of the... issue of.... you'll find Chevrolet's smashing Sales Message showing the new Imperial Panel Body on the Light Delivery Chassis. It will reach more than 10,000,000 readers. Thousands upon thousands of buyers will be influenced—jolted out of indifference and their buying impulse stimulated by the ad!

CASH IN ON IT!

Organize—NOW! Don't wait! Here's the way to do it: Note the panel body illustrated in the ad. It's the new Martin-Parry Model 600—shown and described inside this letter. It's got more real sales-making features than any other panel body on the market. Study these in detail. Have your salesmen use these "talking points" on every call.

MAKE THE AD PAY YOU IN PROFIT!

Here are the 20 Vocations that can use panel bodies to best advantage: Bakers, Butchers, Butter and Egg Merchants, Caterers, Clothiers, City Clubs, Confectioners, Department Stores, Dry Cleaners and Dyers, Electrical Contractors, Factories, Florists, Grocers, Hotels, Hospitals, Laundrymen, Printers and Stationers, Radio Dealers, Retail

Merchants and Specialty Shops.

Get a *Demonstrator*—just like the truck shown in the advertisement. Then you tie in with it—get the greatest good out of it!

Have your salesmen call on every panel body truck prospect on their lists. Have them use the *Demonstrator* for their calls. Have them show the complete unit—make demonstrations! Remember the more they *demonstrate*—the more they *sell*! Then watch the results in Profit!

CALL ME UP ON THE PHONE!

There are many ways in which I can be of help to your salesmen in going after business—following up Chevrolet's Big Smashing Message. Let me help you to cash in on it to the fullest extent!

Cordially yours,
(signature)

District Sales Manager.

Martin Parry Corporation
(address of nearest branch)

Upon opening this mailing piece, after reading the foregoing message, we find the interior given over to a double-page spread with attractive illustration, in full-color setting, of this popular panel body mentioned in the sales letter on page one, with ample descriptive copy at the bottom.

Now, by glancing from the Martin-Parry mailing piece to the national Chevrolet advertisement, one look is sufficient to indicate the identity of the two illustrations.

And the last page pictures settings with three other popular truck bodies of this make, mounted on the Chevrolet chassis, with a description of each.

In securing a Chevrolet chassis for stock, display or local delivery, the dealer pays the Chevrolet Motor Company when he takes possession of it.

Not so with the truck body that is to be fitted to the chassis, however.

Assuming that the dealer is within easy striking distance of a branch of the body maker, he decides upon some particular body that he wishes mounted on his ton or half-ton chassis, then drives the



THE TIMES-UNION IS AN INSTITUTION

New population estimate for Jacksonville is 150,000. Uncle Sam's July 1st population estimate for Florida is 1,411,000. Contrast with 1920 figures.

Last Year's Roses

LIKE last year's roses, out-of-date facts about Jacksonville and Florida present a faded picture entirely out of keeping with today's conditions.

Census figures for 1920 are valueless to the advertiser who wants a true picture of TODAY in this fast-growing industrial-commercial-agricultural-tourist center. For example, Uncle Sam estimates that the July, 1928, census of Florida will show an increase in population in the state of 48 percent over the 1920 figures—*greater than the increase in any other state.*

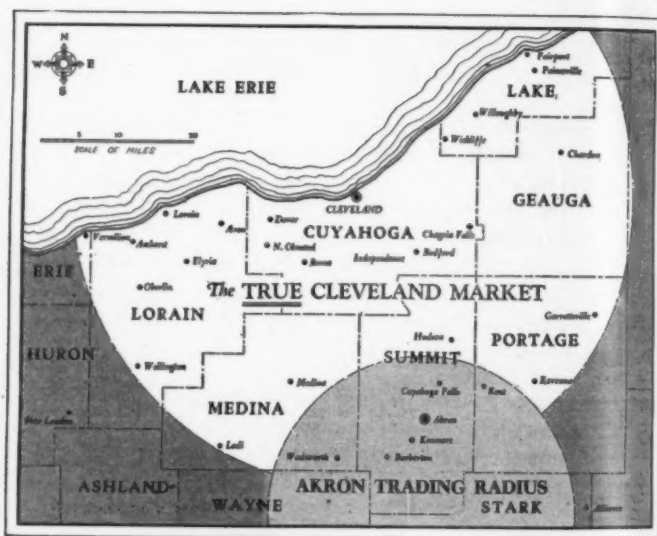
So we suggest that you throw out "last year's roses"—then call upon the Times-Union for any facts you need to build the true picture of the Jacksonville and Florida of today.

Incidentally, the Times-Union not only completely covers Jacksonville's all-year buying power but reaches well out into the state as well.

The Florida Times-Union

JACKSONVILLE, FLA.

A THOUGHT FOR OF RADIO AND ELECTRICAL APPLIANCES



The Cleveland F

Detroit • Atlanta
San Francisco

NATIONAL ADVERTISING
250 Park Avenue, New York City

FIRST ADVERTISING

ADVERTISERS

It is obviously a waste of money to try to sell an electric iron, vacuum cleaner, washing machine or A. C. radio receiver to a family living in a home that is not wired for electricity.

It is equally wasteful to purchase widespread newspaper distribution in an effort to advertise equipment of this nature to people who could not possibly be considered good prospects, because they live in unwired sections.

In Cleveland and in The TRUE Cleveland market—which has the highest percentage of electrically wired homes of any section of Ohio—The Press has concentrated over 91% of its total circulation. Only 19,686 of its total distribution is "Country" circulation which goes outside this area.

Advertisers are publishing more Radio advertising in The Press than in both other daily newspapers combined, more Electrical Washer advertising than in all other daily and Sunday newspapers combined, more Electrical Refrigerator—more Vacuum Cleaner—more of every type of electrical necessity—than in any other Cleveland daily or Sunday newspaper.

Why? Because The Press—with nearly 40,000 more circulation, daily, in the area of greatest electrification—in The TRUE Cleveland Market—goes into the *Home*, in the *Evening*, and makes sales that are actual, tangible, real.

The Press
is the
First
Advertising
Buy in
Cleveland

No. 6 DENTAL

In 1927 Dental advertisers used more space in The Press than in both other daily newspapers combined, more in The Press in six days than in any other newspaper in seven days, three times as much as in the daily and Sunday Plain Dealer combined.

Press



SCRIPPS-HOWARD

*First in
Cleveland*

ISING DEPARTMENT
100 N. Michigan Blvd., Chicago

Seattle · Portland
Los Angeles

BUY IN CLEVELAND

chassis to the branch, has the body mounted on it and drives back to his place of business.

But—he does not pay for the body at that time.

For local demonstration and display purposes, so long as the dealer is known to be responsible, he is allowed a liberal period of time in which to show and demonstrate this completed truck to local prospects.

If he sells it within that period (and please bear in mind it is a very liberal stretch), he pays for it when his customer pays him and the transaction is thus closed to the mutual satisfaction and profit of both dealer and body maker.

If he is not fortunate enough to make a sale, at the end of the period he is allowed to return the body and he pays nothing.

When one manufacturer uses first-quality direct mail, as in the case of the Martin-Parry Corporation, to "advertise the advertisement" of another manufacturer to the dealer, it seems to be an unusual and foresighted proceeding.

"Sales Management" Under New Management

Sales Management, which has been published fortnightly at Chicago by The Dartnell Corporation, will be merged with *The Advertiser's Weekly*, which is affiliated with the Federated Business Publications, Inc., New York.

According to a joint announcement from John Cameron Aspley, president of the Dartnell company, and Raymond Bill, president of Federated Business Publications, Inc., the merged publication, *Sales Management and Advertiser's Weekly*, will be published by a separate company, which will take over the two present publications.

This new company, in which the Federated Business Publications, Inc., owns a substantial stock interest, has been formed by the Dartnell company. *Sales Management and Advertiser's Weekly* will be published at the headquarters of the Federated Business Publications at New York.

Appointed Space Buyer, United Agency

Mrs. T. Trueman has joined the United Advertising Agency, New York, as space buyer. She formerly was with The Magazine Repeating Razor Company, New York.

Fund Being Raised to Advertise Savannah

A campaign has been started by local civic organizations of Savannah, Ga., to raise an advertising fund of \$250,000. The Savannah Board of Trade, Junior Chamber of Commerce, Retail Merchants Association and West Broad Street Merchants Association have jointly adopted a plan under which the fund will be raised.

The plan provides for a three to five-year payment for subscribers and provides for the incorporation of a body of fifteen prominent citizens to direct the expenditure of the fund. The money is to be spent in national advertising, laying particular stress on the manufacturing and industrial advantages of the city. Newspapers and magazines will be used.

A. L. Bunnell, Secretary, W. H. H. Hull Agency

Arthur L. Bunnell, for more than ten years on the local display advertising staff of the New York *Herald Tribune*, has become secretary of W. H. H. Hull & Company, New York advertising agency.

Other officers of the Hull agency were elected recently as follows: Walter E. Bunnell, president, and George L. Foote, vice-president and treasurer.

"The Suburbanite," New Monthly Magazine

The Suburbanite, New York, is a new monthly magazine devoted to the landscaping, garden and other floral necessities of the home. George W. Oakley, advertising manager of *The Florists Exchange and Horticultural Trade World*, of that city, in addition, is publisher and business manager of the new publication. The type-page size is 7 by 10 inches.

Ruth R. Harvey Advanced by Sweeney & James Agency

Miss Ruth R. Harvey has been made secretary-treasurer of the Sweeney & James Company, Cleveland advertising agency. She has been with the company since its incorporation, nine years ago, most recently as secretary to the president.

New Account for Dauchy Agency

The Air-Chrome Studios, Inc., Irvington, N. J., manufacturer of radio reproducers, has placed its advertising account with The Dauchy Company, New York advertising agency. Newspapers and magazines will be used.

Joins John S. King Agency

Helen M. Howey has joined the copy staff of The John S. King Company, Inc., Cleveland advertising agency.

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The Importance of Using Foundation Papers

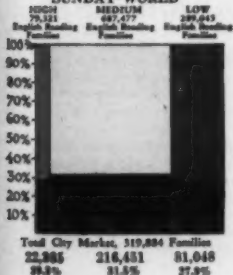
MORNING WORLD



EVENING WORLD



SUNDAY WORLD



REFERENCE to the charts at the left indicates the definiteness with which THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD establish themselves as FOUNDATION PAPERS in the New York market. A *Foundation Paper* is one that is evenly distributed as to readers across all three of the city's expenditure groups, as found by a survey made by the Bureau of Business Research of New York University, which places the English-speaking families of New York in the following classifications:

HIGH	MEDIUM	LOW
79,321 families	687,477 families	299,043 families
Annual Expenditures \$7,500 and up	Annual Expenditures \$3,000 to \$7,500	Annual Expenditures \$3,000 and less
7.5%	65.1%	27.4%

(Percentages indicate the proportion of the City's English-reading families in each expenditure group)

The evenness of the distribution of these newspapers among the families of all three groups is a characteristic peculiar only to THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD which renders them of unique service to the advertiser. It will be noted there is a variation of only 3% in the case of THE EVENING WORLD between its coverage in the LOW group and its coverage in the HIGH group. In the case of THE MORNING WORLD this variation is less than 3%, and in THE SUNDAY WORLD slightly more than 3%, in the latter instance, however, the high point is reached in the MEDIUM group.

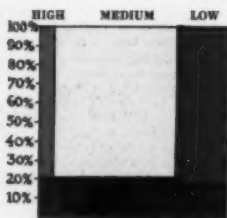
Another advantage of the *foundation paper*, is that it reaches so many families in every expenditure group that, when combined with the paper dominating a given group, its use insures maximum coverage in that group. This is due to the absence of "overlap" between THE WORLD or THE EVENING WORLD with other papers in their respective fields—a condition fully described in a previous insert in this series.

Since this "overlap" with other papers is so small, it naturally follows that these three Foundation papers offer a large net market of their own—a coverage shared with no other paper or group of papers in the city. It is evident that a *foundation paper* covering all groups evenly, is the logical starting point for any campaign.

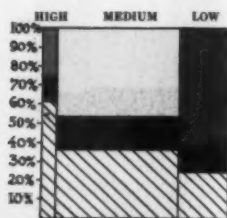
This is the third of a series of advertisements designed to simplify the distribution and sale of merchandise in Greater New York.

How to Reach 162,393 New York Families Not Covered by Any Other Standard Size Morning Newspaper

(Figures Apply to New York City Only)



The Morning World's Market in the City's Three Expenditure Groups, 384,663 Families.



Not City Market Reached by Times, Herald-Tribune and American.
THE WORLD'S Exclusive Unduplicated Market, 162,393 Families.

THE standard size morning newspaper market of Greater New York comprises 608,506 families, out of a total of 1,035,843 English-speaking families.

Four standard morning newspapers share this field.

According to the New York University Survey, these four morning papers show a net market among themselves of 534,651 families. Without THE WORLD, the three remaining papers reach a net market of only 372,258 families, indicating a net WORLD market, entirely free from "overlap" or duplication with other standard morning papers of 162,393 families.

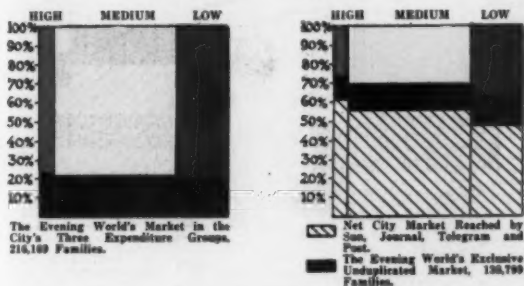
The chart to the left above indicates THE WORLD's natural market. The chart to the right shows THE WORLD's net unduplicated market superimposed on the net market reached by its three competitors.

THE WORLD's net market, from which all "overlap" has been deducted, is greater than the total city families reached by *The American*, almost double the city families reached by the *Herald-Tribune*, and within 27,000 of the total city families reached by *The Times*.

Since "overlap" of circulation enters into the problem of economical and efficient market coverage, it is important to consider the exclusive market covered by the foundation paper (THE MORNING WORLD) when used in conjunction with other papers in its field. On the succeeding pages of this insert will be shown the exclusive market reached by THE SUNDAY WORLD and THE EVENING WORLD—that is, the circulation of each of these papers which the Survey revealed as being unduplicated by any other paper or combination of papers in their respective fields.

Complete Coverage of the New York Market Demands the Consistent Use of Foundation Newspapers

(Figures Apply to New York City Only)



CIRCULATION does not necessarily imply *coverage*. Many factors intervene between the distribution of a newspaper to the newsdealer and its ultimate arrival in the *home*. For this reason, the New York University Survey devoted its research to the number of families *reached* and the influence of given newspapers among these families.

Editorial content and the treatment of the day's news are controlling factors in determining a newspaper's sphere of influence. Papers of similar appeal are favored among families of similar habits of thought; hence the greatest degree of "overlap" is found among papers sharing the same general characteristics.

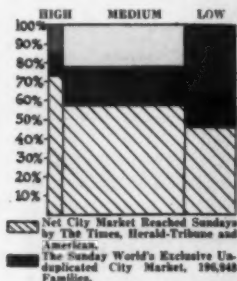
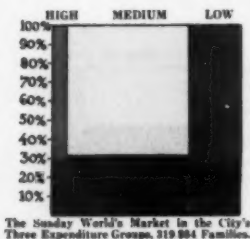
It is significant, therefore, that the policy of championing those public problems of interest to the greatest portion of the public, which has guided THE WORLD and THE EVENING WORLD since their establishment nearly a half-century ago by Joseph Pulitzer, has so consistently appealed to a definite type of reader, that these papers can be depended upon to reach weekdays one out of every five families in each of the three expenditure groups of the city.

For instance, the charts above indicate that in an English-reading evening market among standard newspapers of 832,766 families, there is an indicated *net* market among THE EVENING WORLD, THE SUN, THE JOURNAL, THE TELEGRAM and THE POST of 716,139. Without THE EVENING WORLD this group of papers has a net market of only 577,340 families leaving an obvious *exclusive* unduplicated market reached by THE EVENING WORLD alone of 138,799 families.

This *exclusive* market of THE EVENING WORLD is greater than the *total* city market of THE SUN and THE POST combined, or of THE TELEGRAM and THE POST combined.

Advertising Efficiency is Best Insured by First Reaching the Largest Net Unduplicated Market

(Figures Apply to New York City Only)



THE four standard-size Sunday newspapers of New York reach a city market of 966,014 families, or within about 100,000 of the city's total families. Such complete coverage entails the use of all four papers—an expensive proceeding entailing a staggering "overlap" because of the preponderance of families that buy two or more Sunday papers. While repetition of impression is unquestionably of great value in advertising, its economical purchase can be best obtained by beginning with the largest net market available.

The first consideration, therefore, of the advertiser seeking to buy on the most economical basis, is to choose a *foundation* paper which by reason of the size of its exclusive market can be so combined with any other *one* paper, or two papers, as to insure *intensity* of coverage.

The four standard Sunday papers of New York have among themselves a *net* market of 782,390 in a gross market of 966,014. But without THE SUNDAY WORLD in the question, the combined net market of the three remaining is only 585,442, leaving a net non-duplicated market reached by THE SUNDAY WORLD of 196,948 families. This is more than *double* the total families reached by the SUNDAY HERALD-TRIBUNE and is about equal to the *total* city families reached by the SUNDAY TIMES.

THE SUNDAY WORLD reaches about *one* out of every *three* families among the English-speaking population of New York. By very virtue of its editorial appeal it provides a market of nearly 200,000 separate and distinct families *not* reached by other papers in its field.

Its obvious position, therefore, is that of a *foundation* paper, which, when combined with any other combination of Sunday newspapers, is so efficient in *all* three of the city's expenditure groups as to make *adequate* coverage for all practical purposes not a matter of four newspapers, but of two papers, or, at the utmost, three papers.

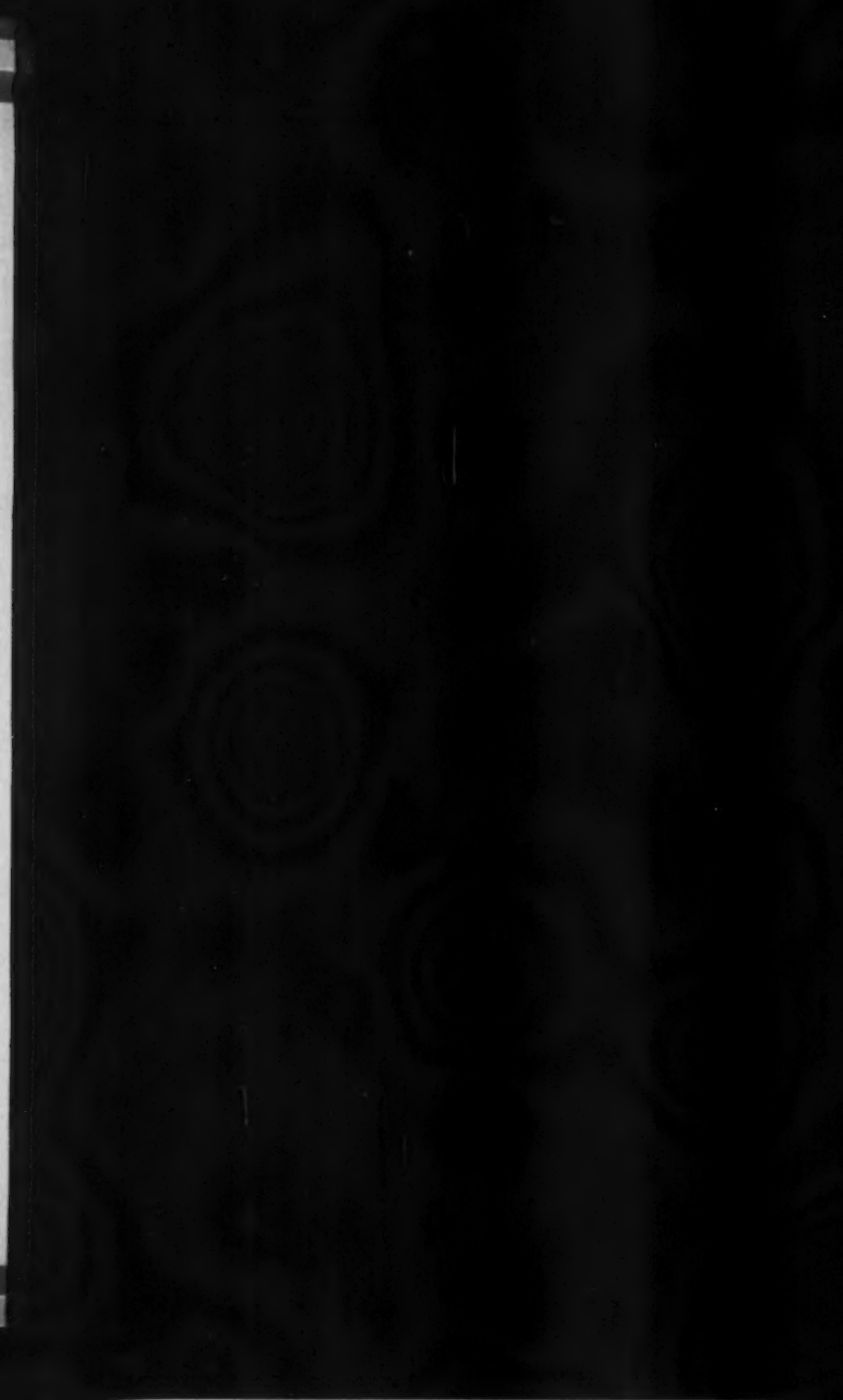
This is the true efficiency of using a *foundation* paper as the starting point of any campaign designed to cover the New York market—and in this market the established *foundation* papers are THE WORLD, THE SUNDAY WORLD and THE EVENING WORLD.

Many other interesting newspaper combinations are explained in detail in "A Study of the New York Market and its Newspaper Situation," a copy of which will be sent on request.

The World
Pulitzer Building
New York



The Evening World
New York
Tribune Tower
Chicago





The McCrory Chain Takes a Drastic Step on Cash Discounts

One of the Questions Which This Move Brings Up Is Whether the Buyer Is Entitled to Dictate Terms to the Seller

THE McCrory Stores Corporation, the well-known chain organization, has notified all firms from whom they buy goods that dating from April 16 they will purchase only on a basis of 3 per cent cash discount—ten days—thirty days extra. The McCrory announcement is stated in the following circular letter:

McCrory Stores
Corporation
New York,
April 6, 1928.

Gentlemen:

The Board of Directors of this Corporation has decided to uniformly apply the same cash discounts that we are receiving from many houses to all concerns from which we purchase, without exception, after April 16th next.

3%—10 days—30 days
extra

It would be manifestly unfair to give preference in purchasing merchandise to any concern not allowing the same terms as above noted as many others do, and hence the Board of Directors has decided to adopt these uniform terms.

Yours very truly,
McCrory Stores
Corporation

aware where a retailer has arbitrarily established a uniform discount rate for all purchases and made public announcement of its policy more or less in the form of an ultimatum.

Occasionally, manufacturers have expressed some concern over the growing power of the chain systems. These manufacturers have noticed with some alarm the increasing tendency of certain of the chains to assume almost a dictatorial attitude in their relations with their sources of supply. They have been asking themselves how far the chains will endeavor to go in this direction.

We do not wish to imply that the action of the McCrory Stores Corporation, referred to in the enclosed reprint from the *Dry Goods Economist*, is positive proof that these fears are well grounded. In fact, McCrory's new cash discount policy may not even be a straw indicating which way the wind is blowing. However, there is no doubt that this new policy is of considerable significance to all manufacturers selling through retail and wholesale outlets.

The action of the McCrory company immediately raises two questions of the first importance:

Is the buyer entitled to dictate terms to the seller?

What is the nature of a cash discount and why is it granted?

Among impartial men we do not believe there will be any argument as to the answer to the first question. It is emphatically in the negative. In the very nature of things any business bargain must be a matter of mutual agreement and mutual profit. No retailer would dream for a moment of permitting his customers to dictate the terms on which they bought and the mutual nature of the transaction

Here is a precedent which may have most important consequences if it is followed, as is by no means unlikely, by other large buying organizations who feel they have the power to dictate terms to their manufacturers. It is, of course, a matter of common knowledge that many big retail firms have set cash discount terms in different lines which they expect their buyers to obtain, but this is the first time as far as we are

is even more important in the case of the manufacturer and retailer where each side seeks a financial profit from the deal. While not always recognized, it should be obvious that both retailer and manufacturer have a direct concern in either's prosperity. If the manufacturer does not profit from his dealings with the retailer he will very soon find himself in the bankruptcy court and the same holds true of the retailer if he

cannot buy his goods at a price which will allow him to resell to his advantage. Either result injures both parties, and it is, therefore, to the interest of both that their dealings be mutually profitable. This can hardly be the case if one or the other assumes the right to be sole judge of the terms on which he buys or sells.

Our second question as to the nature of cash discounts is perhaps more fundamental. The granting of such discounts is such an old trade practice that many business men have forgotten how it originated or on what principle it is based. We believe there is a general impression that cash discounts are in the nature of an inducement offered by the seller to obtain prompt payment of his bills and that their amount depends on the ability of the buyer to drive a good bargain. The vital fact that is too often lost sight of is that the discount rate has a direct and unalterable relation to the price of money and is absolutely limited by the prevailing money rate. If the seller can borrow money in the open market cheaper than the discount rate he allows there is no profit to him in granting any cash discount. This is an absolute law from which there is no escape. It follows that cash discount rates must bear a positive relationship to the current price of money and must be determined on that basis.

Some retailers work on the basis that cash discounts should pay their office expenses. Others pursue what in our judgment is the much sounder plan of crediting their various departments at the end of each year with the total discounts earned but few, if any, consider the scientific basis on which cash discounts rest.

In McCrory's announcement no mention is made of how the rate they announce was arrived at, but we assume that it was fixed in relation to the firm's overhead and with no consideration of the other party to the bargain or the real nature of the concession.

Proceeding in this fashion it is easy to see what endless and dangerous confusion could result from any widespread following of the

McCrory precedent. Each large buying organization, acting on considerations of its own internal financing, would establish discount rates which would certainly not be uniform and might vary widely. The manufacturer would, of course, attempt to adjust his prices to offset any discount rate which he considered unfair and the result would be chaos.

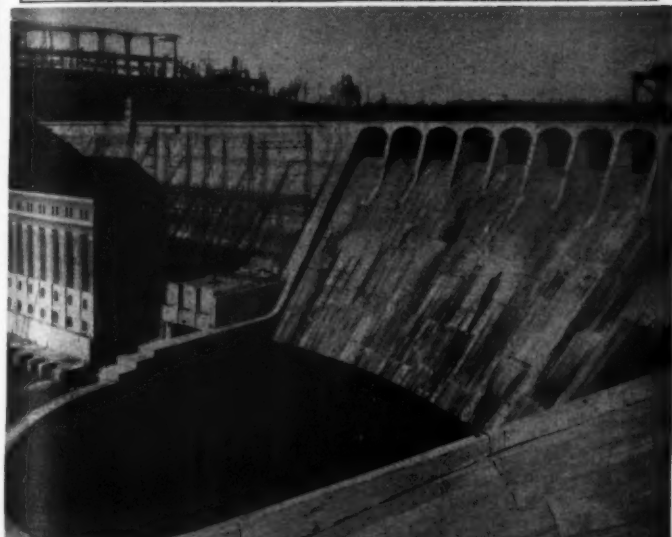
The steadily increasing encroachments of the large buying organizations on the prerogatives of the manufacturer is a notable development of modern merchandising and far from a healthy one. As we have pointed out before the prosperity of the producer is bound up with the prosperity of the distributor and a selfish policy on either side is bound to be disastrous to both.

One of the principal dangers in the situation which has been thrown into such sharp relief by the McCrory ultimatum is that the whole question of cash discounts has for long been utterly confused with each individual firm being a law unto itself. It is true that in some industries, such as the ready-to-wear and notions, there has been a tacit understanding as to what constitutes a fair discount rate, but this understanding has been very loosely acted upon and has been susceptible to fairly broad interpretation. Incidentally, there is no sound reason for the wide variation in cash discount rates which exist today. Cash discounts being unalterably based on the price of money it follows that they should be uniform for all business. There is no justification, for instance, for an 8 per cent discount in ready-to-wear and a 2 per cent rate in notions. Of course, there is no real benefit to either manufacturer or retailer in the higher rate which is naturally taken care of in the price and eventually passed on to the consumer. The practice of varying rates in different lines is, however, such an old trade practice that it may be too much to expect its immediate elimination, but it is certainly a goal toward which forward looking business men

POWER...

*The Martin Dam Development of Alabama Power Company
on the Tallapoosa River.*

Martin Dam's 45,000 horsepower generators are among the largest water-wheel driven generators in the world. Lake Martin, formed by the 150 foot dam has an area of 40,000 acres, or 62.5 square miles, and a storage capacity of sixty billion cubic feet of water. It is said to be the largest artificial body of water in the world. The present capacity of the installation is 135,000 horsepower—its ultimate capacity, 180,000 horsepower. Such natural power as this is a boon to the great industries in the Birmingham Market . . . they play their part in making this market one of the world's richest.



The Birmingham News
AND
AGE-HERALD
The South's Greatest Newspaper

MORNING EVENING SUNDAY

National Representatives
KELLY-SMITH COMPANY
Boston—Philadelphia—Atlanta—New York—Chicago

should work. In the meantime, if a uniformity of rate could be obtained in individual lines of industry, it would be a big step.

The establishment of a uniform cash discount rate in each industry would be an unquestioned benefit to both manufacturers and retailers and we see no insuperable obstacles to such agreements. If they were adopted business as a whole would be greatly benefited and an enormous amount of time and energy would be saved which is now expended in wasteful bargaining over terms. As a contribution to such a consummation we offer a concrete suggestion:

In the first place, it is necessary to clear the ground by a clear and straightforward statement of the nature of discounts, the reasons why they are granted and the basis on which they rest and by which they are limited. Such a statement should naturally be made by the manufacturers as the originators of the practice. As there is no body which can claim to be really representative of all the manufacturing interests in the dry goods and allied industries, we suggest that representatives of the various manufacturers' associations meet together and prepare jointly such a statement.

As existing traditions call for discount rates to vary in the varying industries, subsequent agreements would have to be established by the individual associations, and here it would be imperative that the distributors be called into joint council. We have sufficient faith in the good-will and fair-mindedness of American business men to believe that in any industry producers and distributors could get together on a subject of such great importance to both and reach an agreement which would be fair to both parties. In any event, we believe the experiment would be well worth the effort. The friction which unfortunately exists today in many quarters between manufacturers and retailers is largely based on a misunderstanding of the other fellow's problems and difficulties. Here is a chance to eliminate this misunderstanding.

Now the Hubbell Advertising Agency, Inc.

The House of Hubbell, Inc., Cleveland advertising agency, has been reorganized as the Hubbell Advertising Agency, Inc., of which Frank Hubbell will be president.

R. F. Moore and Carl L. von Poettgen will be vice-presidents of the new organization which will also have on its staff C. C. Fairbank, formerly of the Carpenter Advertising Company, Cleveland, and H. J. Gilmoure, formerly with The H. K. McCann Company at that city.

The new organization will continue to handle the advertising accounts formerly handled by The House of Hubbell, Inc.

Start New Photo-Engraving Business at San Francisco

A new photo-engraving business has been started at San Francisco under the name of Marshall-Nichols-Stacey. George L. Marshall was recently a partner in the San Francisco Photo Engraving Company, San Francisco. Mervyn Nichols was at one time in charge of the engraving department of the former San Francisco *Herald*. Arthur Stacey was formerly with Salter Bros., San Francisco engravers.

E. R. Singer Joins "World's Work"

E. R. Singer has joined the staff of Doubleday, Doran and Company, New York, as manager of the business organization bureau of *World's Work*. He was formerly publisher of the "Office Equipment Catalogue," now published by the A. W. Shaw Company, Chicago.

H. K. Mohr Advanced by Philadelphia Electric Company

Howard K. Mohr, for many years advertising manager of the Philadelphia Electric Company, has been made assistant to the president. He is succeeded as advertising manager by Clara H. Zillesen, who has been assistant advertising manager.

Window Display Installation Bureau Opens Eastern Office

The Window Display Installation Bureau, Inc., Cincinnati, has established an Eastern office at New York. The new office is in charge of Herman Weiner.

Appoints Geare, Marston & Pilling

The Rose Bros. Company, Lancaster, Pa., manufacturer of India umbrellas, has placed its advertising account with Geare, Marston & Pilling, Inc., Philadelphia advertising agency.

The Times Advertising Gain Greatest in United States

THE NEW YORK TIMES advertising gain in four months this year was greater than that of any other newspaper in the United States. The Times' total gain over the corresponding period of 1927 was 555,954 agate lines. This was more than 150,000 lines in excess of that of any other newspaper. The New York Times recorded a substantial gain in each of the four months.

The total volume of advertising published in The New York Times in four months this year was 10,341,078 lines, an excess of 3,748,438 lines over any other New York newspaper.

*All advertising in The New York Times is
subject to censorship, which excludes
thousands of lines weekly which do
not conform with the standards
upheld by The Times.*

The New York Times

What is "The American Weekly"

The magazine of greatest circulation in the world

A recent issue of *The American Weekly* contained

Drawings and a story by a leading cartoonist.

Instalments of two serials—love and adventure stories by well-known novelists.

Feature articles on:

A drama of real life more thrilling than the movies. Recent discoveries in astronomy.

The American stage, and where the recruits come from.

An international marriage and its consequences.

Escapades of the co-eds—in one of our big universities.

True, startling intrigues at Monte Carlo.

19 short, interesting articles by authorities and experts on science, invention, the theatre, dietetics, history, aviation, beauty hints, music, art, household efficiency, interior decoration, etc.

12 recipes.

Menus for the week.

56 illustrations, photographs and drawings by leading illustrators.

The American Weekly

is distributed with the following Hearst Sunday Newspapers in fifteen American cities having one-fifth of the total manufacturers, three-fourths of the total bank clearings, and one-third of the urban population of the United States.

Atlanta American
Baltimore American
Boston Advertiser
Chicago Herald-Examiner
Detroit Times
Los Angeles Examiner
Milwaukee Sentinel-Telegram

New York American
Pittsburgh Sun-Telegraph
Rochester American
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse American

Washington Herald

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“The American Weekly”?

WHAT kind of magazine is this which commands circulation of 5,500,000 every week and is read by one-fifth of the total population of the United States? Read the summary given above of the contents of a single issue. This is true magazine in every sense of the word. It rivals in interest any magazine published, weekly or monthly. It contains wealth of interesting reading—fiction stories, articles of wide interest, household helps, humor—richly illustrated with photographs and drawings.

The American Weekly is a unique magazine in this respect: it is full newspaper size permitting all the boldness of display possible to a newspaper page, yet with the advantages of full color if desired. Whatever space is used in it, whether a few lines or an entire page, receives the advantage of excellent

position and is certain of reading.

The American Weekly is a modern magazine. It is planned and edited for an intelligent audience—25,000,000 progressive people concentrated in 15 of our principal cities. The responsiveness of this audience to advertising has been proved again and again. There are ample figures to demonstrate that *The American Weekly* is the greatest single advertising medium in the United States, and the most economical.

The full story of *The American Weekly* and what it has done for advertisers has an absorbing interest for every one concerned with the planning of advertising or the selection of media. Let us put before you the story of this most widely distributed magazine in the world. Address the nearest office of *The American Weekly*.—A. J. Kobler, *President*.

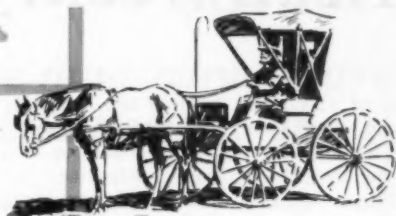
THE AMERICAN Greatest Circulation in the World WEEKLY

Read by 5,500,000 families every week

Main Office: 9 East 40th Street, New York City

Branch Offices

WINTHROP SQUARE BOSTON	1138 HANNA BLDG. CLEVELAND	101 MARIETTA ST. ATLANTA	WRIGLEY BLDG. CHICAGO
222 MONADNOCK BLDG. SAN FRANCISCO	753 BONNIE BRAE LOS ANGELES	11-250 GENERAL MOTORS BLDG. DETROIT	



“The old Order changeth”

Newspaper preferences in Portland, Oregon, in the days of the one-horse shay were one thing.

But TODAY... *what a difference!*

The Journal is a newspaper of today! Modern, high-speed presses... modern equipment thruout... the newest of the new in features, news service and make-up. The last five years have brought about a marvelous transition in newspaper preferences in Portland.

Today The Journal is the preferred newspaper, and its larger local daily circulation confirms our judgment as to what kind of a newspaper Portlanders prefer!

The JOURNAL Portland-Oregon

BENJAMIN & KENTNOR COMPANY.... Special Representatives

NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.
PHILADELPHIA—1524 Chestnut St.
SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.
SEATTLE—H. R. Ferriss, 3322 White Bldg.

3428

(The Journal maintains an efficient Merchandising Service Bureau, at your disposal for surveys, charts, data, etc.)

How Larvex Tests Its Copy a Year Ahead

Company Ran Three Test Campaigns in 1927 to Find Best Copy Appeal for 1928; Now Running Three Campaigns for Best Appeal in 1929

By Roland Cole

LARVEX is sold in drug and department stores. Spraying it on garments disgusts moths. Its period of largest sales is April, May and June. Advertising and sales activities are concentrated during this period. Advertisements in newspapers, in national women's and trade magazines, a large electric sign, car cards, window and counter displays for dealers, are among the mediums employed. Sales representatives in nearly a hundred cities sell to jobbers and assist retailers.

The retail price of Larvex is not on the easiest-selling drug-store level. Spraying Larvex sells for \$1, pint size; \$1.50, pint size with atomizer; \$3, half-gallon size; \$5, gallon size. Rinsing Larvex, a new product this year, sells for \$1 per package of four tubes. The Larvex Corporation has a problem. It is the problem of putting sales-making power in every piece of advertising copy, (1) to sell the reader strongly on the merits of the product by means of an appeal at once arresting and convincing, (2) to send readers into drug and department stores full of the idea that nothing but Larvex will do, and (3) to persuade them to buy Larvex at \$1, \$1.50, \$3 or \$5, instead of alternative products at much less money.

Action at the point of sale in selected cities is imperative in sell-

ing this product. The bulk of the company's appropriation is spent in newspapers. Several things must be known before money for space and copy is spent, such as the best size of an advertisement to use—whether, say, a 300-line advertisement once a week is better, as good, or worse, than two 150-line advertisements, and what kind of copy readers will see, read and act

Eggs.. \$50 each!

THAT'S about what each egg costs you when it hatches into a mothworm that eats your valuable woollen things. It is the mothworm that does all the damage—the flying moths cannot eat! And remember, insect-kills, moth-balls, tea-bags and cedar chests won't stop mothworms from eating. But Larvex stops the pests, because it mothproofs the cloth itself! Guaranteed by Good Housekeeping Magazine. Odorless, non-toxic and non-inflammable. Larvex comes in two forms. Spraying Larvex and Rinsing Larvex. Use Spraying Larvex for clothes, furniture, etc. Costs as little as pressing—enough to thoroughly moth-

proof two suits, only \$1. Simply spray it on and they are mothproofed for an entire year. Use Rinsing Larvex for all washable woollens—blankets, sweaters, wool hats, baby garments, etc. Easy as rinsing! Dissolve in water—put woollens in—and they're completely mothproofed until washed again. A \$1 package mothproofs all the washable woollens of the average family. Sold by drug and department stores. Spraying Larvex, 1 pint, \$1. In combination with special atomizer, \$1.50. 1/4 gallon, \$3. Gallon, \$5. Rinsing Larvex, package of 4 tubes, \$1. The Larvex Corporation, 250 Park Avenue, New York, N. Y.

© 1928, The Larvex Corp.

THIS ADVERTISEMENT IS PART OF THE MAJOR 1928 NEWSPAPER CAMPAIGN WHICH WAS THE MOST SUCCESSFUL TEST CAMPAIGN OF 1927

upon in larger numbers than other kinds of copy.

These are questions every advertiser of resale package merchandise wants answers to. During recent years advertisers have resorted to test campaigns. It is common practice now for many ad-

vertisers with good-sized appropriations to run experimental advertisements—test appeals—to feel the pulse of the buying public. When direct mail is used, especially on new products, test mailings are sent to determine which appeal will bring back the heaviest response.

Unique among test campaigns are those conducted by the Larvex company during 1927 and 1928. Three campaigns were run in 1927 in newspapers. Each campaign consisted of twenty advertisements, run twice a week for a period of ten weeks. Each campaign consisted of ten 300-line advertisements and ten 200-line advertisements. And each campaign presented the Larvex story from a different copy angle. It is interesting to examine the copy appeal of each of these campaigns and to know which of the three proved most resultful from the standpoint of retail sales.

The fundamental copy idea in all Larvex advertising is that damage by moths is not actually done by the flying moths one sees but by their hungry children, the mothworms. In other words, before the moth comes out to fly about she lays eggs on clothing and other things, the eggs hatch, mothworms emerge and start grazing. Killing the flying mothermoth is to no purpose, argues Larvex; prevent her children from eating by spraying Larvex on your garments and fabrics and rinsing your washables in Rinsing Larvex.

First in importance among the three test campaigns of 1927 is the one which constituted the major campaign of the year. Call it for convenience Campaign No. 1.

Newspapers in seventy-seven cities from coast to coast were used, comprising three-quarters of all Larvex advertising for 1927. Copy presented the idea semi-humorously that moth-chasing is timewasting and futile. Bold and startling captions were used. Cavorting over the caption a comic figure of a man or woman chasing a flying moth was drawn. One such caption, for example, read: "To



"Imagine my surprise when I found one leg of my pants missing!"

It was great! The right leg! "You know how it came to come your pants?" I immediately answered my wife. "You are always giving my clothes away to poor families."

"I did not!" she denied. "The mothworms ate it—and I had them sewed fairly tight to moth-balls, too!"

In the interest of what so many other women have learned—that mothworms do all the damage—flying moths are nothing. And that moth-balls, tar-balls, cedar chests and insect-killers won't stop mothworms from eating. But Larvex will, because it outgrows the cloth itself! Guaranteed by Good Housekeeping Magazine. Obsolete, non-toxic and non-inflammable. Larvex comes in two forms. Spraying Larvex for clothes, furniture, etc. Costs as little as 10¢ per gallon—enough to thoroughly outgrow 100 suits, only \$1. Simple spray it on and they are outgrown for an entire year. Use Rinsing Larvex for all washable clothes—blouses, sweaters, wool hats, baby garments, etc. Easy to rinse! Dissolve in water—put washable in it—and they're completely outgrown and washed again. A \$1 package outgrows all the washable clothes of the average family, sold by drug and department stores. Spraying Larvex, \$1.25, 1/2 gallon, \$5. Gallons, \$1. Rinsing Larvex, package of 4 tubes, \$1. The Larvex Corporation, 230 Park Avenue, New York, N. Y.

© 1928 The Larvex Corp.



"Darling," I queried "why are we keeping this old-fashioned hammock?"

"Alas," she groaned, hanging her head in shame. "It was a hamper!"

And then the hamper turned upon us. I saw that it was my sister's case, filled to the brim with moth-balls and the like!

No wonder the long hair had in shame. For you are supposed to know that it's the mothworms that do all the damage—flying moths are nothing. And that moth-balls, tar-balls, cedar chests and insect-killers won't stop mothworms from eating. But Larvex will, because it outgrows the cloth itself! Guaranteed by Good Housekeeping Magazine. Obsolete, non-toxic and non-inflammable. Larvex comes in two forms. Spraying Larvex for clothes, furniture, etc. Costs as little as 10¢ per gallon—enough to thoroughly outgrow 100 suits, only \$1. Simple spray it on and they are outgrown for an entire year. Use Rinsing Larvex for all washable clothes—blouses, sweaters, wool hats, baby garments, etc. Easy to rinse! Dissolve in water—put washable in it—and they're completely outgrown and washed again. A \$1 package outgrows all the washable clothes of the average family, sold by drug and department stores. Spraying Larvex, \$1.25, 1/2 gallon, \$5. Gallons, \$1. Rinsing Larvex, package of 4 tubes, \$1. The Larvex Corporation, 230 Park Avenue, New York, N. Y.

© 1928 The Larvex Corp.

HUMOROUS ILLUSTRATIONS AND TEXT CHARACTERIZE THIS TEST CAMPAIGN FOR 1928

Every Woman Who Has Ever Chased a Moth." The copy story was told in a narrow column of type at right.

Campaign No. 2 ran in seven cities of New York and Pennsylvania, same number of pieces of copy, same size as Campaign No. 1. This series was called the "starvation" campaign. No comic pictures or even an illustration of the Larvex package were used. The captions were bold, hand-drawn, with the word "starve," or "starvation," or something suggesting this idea, in every one. One example

More Than
300,000
Daily

Los Angeles Examiner

"Greatest Salesman in the West"

More Than
440,000
Sunday

5c. DAILY

MAY 24, 1928

10c. SUNDAY

PROPERLY TUNED NEWSPAPERS GET RESULTS IN ALL FIELDS

MEN'S AND WOMEN'S INTEREST IMPORTANT

CAN you build a newspaper that is equally attractive to advertisers because of its woman appeal, as because of its interest to men? Can you balance the qualities of your editorial content in such wise measure that you publish a newspaper for the rich and the poor, the young and the old, the men and the women, and prove it with the character of results you achieve?

Women and Men

You can! The Los Angeles Examiner is doing it right along. Consider the figures for April, just passed. The Examiner carried more local furniture, jewelry, millinery, toilet requisites and musical instrument advertising than ANY OTHER of the six Los Angeles newspapers. That's certainly an indication of WOMAN INTEREST, pure and simple.

But, also, it carried MORE auto accessories, tires, and tubes, trucks, radio and real estate advertising of local origin, and a far, far greater total of tobacco and office equipment advertising . . . and certainly those are indicative that MEN like The Examiner, too.

Mass Appeal, Too

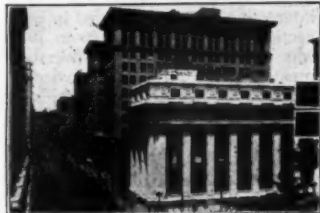
Amusements, beverages, dentists, shoes—these are advertised to everybody. The Examiner carried more net paid amusement advertising than any other Los Angeles newspaper during April, and more beverage and dentist advertising than any other. It was the only newspaper in Los Angeles that published any national shoe advertising during April.

Add to musical instrument, and amusement advertising, the Examiner's leadership in cafe, resort and dancing school volume, and you get an idea of the paper's youth appeal and readability among those whose ideas are constantly young enough to keep them in the market for new suggestions.

Yesterday!



Today!



In 1895 the scenery at the north-west corner of Sixth and Olive streets in Los Angeles consisted of telephone poles, a saloon or two, dirt streets, hitching posts, and a horse and buggy. The lower picture shows how the same corner looks today.

RAIN FAILS TO HALT RECORD SALES CROWD

A LITTLE thing like rain doesn't injure the effectiveness of Los Angeles Examiner advertising, according to R. M. Walker, president of Walker's, Inc., one of the largest department stores on the Pacific Coast. Using nine full pages of advertising exclusively in The Examiner on May 6 to announce a special annual event, the store did in the neighborhood of 20 per cent more business on the opening day than on the same occasion last year, despite a shower that fell all day.

was, "Take Their Food Away and Let Them Starve!" The copy story ran in two columns; a bold "Larvex" occupied the signature space.

Campaign No. 3 ran in thirteen cities of Ohio, Michigan and Kentucky, ten pieces of copy, same size as the others. Copy characteristics were (1) blind caption, (2) brief copy, (3) no signature. Examples of captions were, "Eggs . . \$50 each"; "Beware of Husbands"; "Safe at Last!"

When the 1927 season was over, two of these three campaigns proved to be effective sales makers, and one of these two proved more effective than the other. The reader is invited to guess which campaign this was. Campaign No. 1, of course, you will say. Why? Semi-humorous captions and illustrations, seventy-seven cities. But you are wrong. The winning campaign was Campaign No. 3.

So Campaign No. 3 became the major campaign for 1928, with captions and copy strengthened and improved where necessary. (An interesting experiment tried in connection with this campaign in 1927 was a series of 100-line advertisements, same style, run twice a week in a separate list of cities to see whether smaller space and more frequent insertion would pull better than 300- and 200-line copy twice a week. The 100-line series was not so productive as the larger space.) Campaign No. 3 for 1927 is Campaign No. 1 for 1928. It consists of eight pieces of copy, 300-line size, thirteen pieces 200-line size, and fourteen pieces 100-line size. The largest and smallest layouts have copy in two columns of type, the 200-line in one column. A few of the more startling captions, new this year, are "Vandals in the Closet," "Wronged by Wife," "Dinner \$95," "Husband Sees Red—," "Homes Aren't Safe."

The foregoing campaign is running in sixty-two cities from coast to coast over a period of thirteen weeks.

In order to determine whether Campaign No. 1, just described, is the best and most productive style of advertising for Larvex, two

additional test campaigns are being used this year.

Campaign No. 2 consists of a series of advertisements containing cartoons by F. G. Cooper. Very humorously they depict the consternation and vexation of husband and wife upon discovering their moth-eaten clothing. The husband says in one advertisement, "Should not this tripe be kept in the ice-box?" The text continues: "What tripe," snapped my wife. 'This tripe,' said I. 'My white wool sports dress!' screamed she." Thirteen cities in Ohio, Michigan and Kentucky are being used.

Campaign No. 3 is a tryout of testimonial copy. No illustration appears at the top of the layout, but instead a quoted statement like "I tried to find moth-holes but couldn't," writes Miss Everson." Following this in smaller type is a portion of Miss Everson's letter. Following that, the copy story. At the bottom of each layout is a bold "Larvex" and on either side of it small line illustrations of the two Larvex packages. This campaign is running in five cities.

It is expected that the results of these three campaigns will indicate the best copy appeal for use in the major campaign for 1929.

To other advertisers interested in test campaigns, it should be pointed out that Larvex, besides these campaigns in newspapers, is using page advertisements—strong, educational copy—in the April, May and June issues of a nationally circulated women's magazine; and pages in furniture, laundry and textile periodicals. A consumer booklet, "The Secret of Outwitting the Wily Moth," is sent to mail inquiries and distributed at counters by retailers. Other advertising this year is an outdoor electric sign at Atlantic City, and cards in Chicago "L" cars and N. Y., N. H. & H. and Long Island suburban trains. Window display and dealer-help material is also used. This advertising background has an effect upon the newspaper campaigns which should be taken into consideration.

While the newspaper campaigns will run for thirteen weeks, the



answering your questions about San Francisco and Northern California

In compiling these statistics The Examiner made use of only the most authentic sources of information. All figures are conservative, and a manufacturer can safely apply the data given to his particular problem. The sole purpose is to present a true picture of the great California Market—supplying facts and figures upon which those interested may rely for advertising and sales purposes.

Book contains climatic and manufacturing data, income groups by counties, analyses of city and country markets retail outlets by cities, comparative newspaper circulations and distribution, language comparisons, etc.

Write on your
own letterhead
for this FREE
50-page booklet

San Francisco Examiner

Daily, 186,372 - - - Sunday, 368,928

One Out of

Each of the last five issues of Smart Set carried more advertising than the corresponding issues of 1927. And for the first five months of this year only four others in the wide range of women's, general and weekly classifications can say as much.

In other words, many new advertisers are

Marie Barlow

Bayer's Aspirin

Bellin's Wonderstoen

Block Drug Co.

Cheramy, Inc.

Corn Products Refining Co.

De Miracle

Dennison Manufacturing Co.

Djer-Kiss

Finesse Cosmetics

First National Pictures

SMART SET

221 West 57th Street, New York
Chicago Office, 360 N. Michigan Ave.
San Francisco, 802 Kohl Building

Five Has It!

finding that Smart Set's younger element presents a tremendously responsive, unprejudiced market. Here is a partial list of advertisers who have added Smart Set to their schedules since the first of this year. Some of these, like many of our older advertisers, will find that Smart Set produces sales at the lowest cost.

Heck

Houbigant, Inc.

Ice-Mint

Life Savers

Lysol

M. M. & F. Handbags

Po-Go Rouge

Rose-Tone Rouge

Stacomb

J. A. Tyree, Chemist

Valmas Drug Co.



starting date for each city depends upon the weather. At the first indication of the departure of winter, when it may be safely assumed that housekeepers will begin to think of putting away their winter things, Larvex salesmen wire the home office. In some States like Florida, the 1928 campaign began on March 22. In cities like Seattle, Minneapolis and Detroit, the campaign did not start until April 30.

Simplicity— the Vital 2 Per Cent of Copy

"I REMEMBER back in the old days there used to be a dictionary in our copy department. I would often find myself going back to it to look up a new, rare word around which to build a new message. Today I would be more inclined to hunt up a three or four-letter word to express the idea. There is, by the way, a job for some publishing house, to publish a dictionary of three-letter words for advertising men."

In this way Humphrey M. Bourne, of Henri, Hurst & McDonald, Chicago advertising agency, stressed the effectiveness of simplicity in copy to the members of the Engineering Advertisers Association, Chicago, at their meeting May 14. The successful advertiser waves no magic wand, he said. He merely makes a good product and then tells the story of that product so simply that the world understands it and is influenced.

"Good advertising is not hard because it has to be hard," Mr. Bourne explained. "It is hard because it has to be simple. Thumb through any magazine. Give each page ten seconds, then name six of the advertisements you saw. Now turn back and study those advertisements. You will probably find the six built along poster lines. The display tells a story whether you read the finer print or not.

"If it takes an hour to write an

advertisement, let's spend half the hour on the headline. A good headline is a lead line that will compel a reading of what follows. The headline that plays on words instead of working with them is like a man in a treadmill. In the message proper, simplicity must rule or the finest ideas will go galleywest. One of the greatest leads in copy as in editorial writing is the reference to the reader's personal experience. Adroitly handled this has a double selling edge. Say it humanly, say it simply, say it convincingly, bring the reader's own experience to your aid and he is apt to bring his buying inclination along with it. No pocketbook ever opened to a cold abstract appeal. The vital 2 per cent in advertising that produces the priceless margin of superiority in a job and makes it win is simplicity. Let's not forget the old advertising man's prayer, 'Oh, Lord, make me short on words and long on ideas.'"

Henri Gagnon Heads Canadian Daily Newspapers

Henri Gagnon, managing director of *Le Soleil*, Quebec, was elected president of the Canadian Daily Newspapers' Association at its recent annual meeting held at Toronto. He succeeds E. H. Macklin, of the *Winnipeg Free Press*. W. B. Preston, of the *Brantford, Ont., Expositor*, was elected vice-president and N. T. Bowman, of the *Toronto Telegram*, treasurer.

The following directors were elected: A. W. Robb, *Halifax Herald and Mail*; T. F. Drummie, *St. John Telegraph-Journal and Times-Globe*; H. G. Brewer, *Montreal Star*; E. G. Smith, *Quebec Chronicle-Telegraph*; J. N. A. Perrault, *La Patrie*, Montreal; J. E. Atkinson, *Toronto Star*; W. G. Jaffray, *Toronto Globe*; and

H. B. Muir, *Kingston Whig-Standard*; George E. Seroggie, *Toronto Mail and Empire*; W. McCurdy, *Winnipeg Tribune*; Burford Hooke, *Regina Leader and Post*; John M. Imrie, *Edmonton Journal*; R. J. Cromie, *Vancouver Sun*; W. A. Buchanan, *Lethbridge Herald*; W. J. Sutton, *Montreal Gazette*, and Mr. Macklin, Mr. Gagnon, Mr. Preston and Mr. Bowman.

New Account for Erwin, Wasey

Erwin, Wasey & Company, Chicago advertising agency, have been appointed to direct the advertising account of the Kip Corporation, of Los Angeles.

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Today she knows her
petunias



ONCE it was sweetly feminine to know nothing practical! Especially nothing so practical and horrid as digging in the ground and messing about with fertilizers and pruning shears, with trowel and rake.

Of course, even then it was *sweet* to be seen in the garden at a discreet eleven of the morning, appropriately and becomingly clad in a billowy frock and silken sunbonnet. That a real lady could do — and did.

BUT TODAY! How shocking. Not only does our modern woman know her petunias but she also bullies them most skillfully into an earlier and more lavish production of their frilly blooms. And if petunias be not her hobby then it is the still more scien-



tific and exacting cultivation of better and bigger peonies, iris, gladioli, delphinium—what not.

GARDENING today is many a woman's hobby. So many that in five years *Better Homes and Gardens* has achieved a solid million of circulation, and this without fiction, forcing methods or tricks of any kind.

Breeches-clad, able and sturdy, informed as to the latest gardening methods, the *Better Homes and Gardens* hosts sally forth to do battle upon the bugs and blights that stand between them and the success of their gardenward turned fancy. Nor do they sally forth in the evening one whit the less charming in femininity because their minds are stuffed with


garden lore. Nor do the households, the husbands and the children suffer.

920,000 of these modern Eves own their own homes. If you doubt the value of home-owning as a credit asset just inquire as to the views of any cherished merchant to whom that super-excellent salesman of yours sells big orders.

74% of this interested and interesting circulation live in the retail shopping areas of cities over 25,000. 93% have electricity—67% have gas.

ISN'T it about time that you considered adding to your magazine list this new million of enthusiasts to whom Better Homes and Gardens comes as *the* magazine — not just *a* magazine?

A MILLION CIRCULATION A MONTH



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Railroads Now Team-Up with the Airplane

Announcement of First Line Opens Prospects for Advertising to Make Public Air-Minded

By J. G. Condon

ADVERTISING for Transcontinental Air Transport, Inc., probably will soon be found in daily newspaper columns. Both the Pennsylvania and the Santa Fe railroads, which join in the most important linking up of rail and air travel in this or any other country, are good advertisers. The beauties of the West as seen from a Santa Fe train and the luxuries in the East that go with travel on the Pennsylvania are well known and familiar facts to newspaper readers.

But how will the advertising turn? Will it be a recital of the fact that New York and Los Angeles are to be brought within forty-eight hours of each other—a triumph of speed? Or will the recital of the fact that one will leave New York in the evening on the Pennsylvania, disembark the next morning at Columbus, Ohio, fly to Wichita, Kans., climb aboard a Santa Fe train for a night's rest and fly again from some point in New Mexico to Los Angeles be relied upon? Again, will the thrills, the Fred Harvey meals above the clouds, the glories of the scenery from the air be featured?

It is not the purpose of this article to answer these questions, but it seems certain one other factor in the trip will play a leading part in the advertising, and that is **SAFETY**. One of the most important tasks of advertising men in this connection is going to be that of making the American people air-minded.

One of the most successful air routes in existence is that of the Imperial Airways, operating between London and Paris. Yet, according to figures I have found, in the thirty-two month period ending December 2, 1926, it showed an average of about forty pas-

sengers a day. Later figures, however, are those for the year 1926 issued by the United States Department of Commerce which places the number of air passengers at 388,097. Similar figures for 1927 are not available, but the Aeronautical Chamber of Commerce says 476,724 passengers used commercial air flights in 1927, with possibly one-third more going aloft in private flying. Even this 635,632 or nearly 53,000 a month seems small indeed when one realizes that American railroads carry an average of more than 98,000 passengers every hour of the day. The passenger service performed per inhabitant of the United States is some 303 miles in a year.

HOW FOREIGN AIR-WAYS ADVERTISE

This problem of making the traveling public air-minded seemingly is uppermost in the minds of copy writers for the air-way companies abroad. The latest advertising of the Air Union, offering service between London and Paris, Lyons, Geneva, Marseilles, Cannes, Ostend, Brussels, Cologne, Antwerp, Rotterdam, Amsterdam, Hamburg, Copenhagen and Malines, states:

"One of the most important matters in running successful air lines is the careful selection of Pilots. Air Union Pilots are chosen only after an exhaustive technical and medical examination which is periodically renewed and their names are world famous.

"As the smoothness of a passage depends to a large extent on the handling of the airplane, our Pilots have been trained to study the comfort of their passengers and no stunt flying is indulged in.

"Each Pilot has been flying on his own route for a long period and knows every inch of ground

beneath him. He takes an interest in his profession, which he does not consider dangerous. He is usually married, has the same responsibilities as any other man and wants to please his passengers. The Engineer on board is the Captain's Mate and can take over, if necessary. His job is to keep the engines perfect, and he does it."

Perhaps it was this idea which was uppermost in the mind of W. W. Atterbury, president of the Pennsylvania, when he made his first statement regarding the participation of his line in the plan of Continental Air Transport. (Maybe we will soon be calling it the C. A. T., or the Cat Line to California. Why not?)

"The Pennsylvania Railroad," said General Atterbury, "has taken this step after careful consideration. Our railroad has become part owner of Transcontinental Air Transport, Inc., in the belief that the time is ripe for the inauguration of safe and convenient passenger airplane service in this country, in co-ordination with rail facilities. Years of flying and careful research have demonstrated that with proper maintenance and operation, passenger airplanes of the type to be used, flying only in daytime and over carefully selected and marked routes, can be safely operated.

"Not until we were convinced that a dependable air service could be produced on a sound basis and that an independent organization had been developed, competent to give a safe and satisfactory service, did we feel justified in giving our support to such an enterprise. We feel those conditions are met in the present undertaking and that it will be the forerunner of far-reaching developments."

Even before the announcement of the C. A. T., advertising had appeared on behalf of another combination in which a steamship line on the Great Lakes teamed-up with the airplane. The Detroit & Cleveland Lake Lines (the well known D. & C.) have announced a special tour for the coming summer about Lake Erie touching Detroit, Cleveland and Buffalo and that part of the trip be-

tween Detroit and Cleveland is made in the air. Advertising for the trip describes the luxuries of the planes to be used and declares "the pilots, mechanics and operating personnel are men with many years of practical flying experience who are ready and anxious to make your journey a pleasant one." It is also announced that "planes, pilots and mechanics are licensed by the Aeronautics Branch of the Department of Commerce," indicating that the question of air-mindedness and safety were in the minds of the advertising writer. No announcement of fares is made—the inquirer is told to apply to D. & C. agents.

One question, as yet definitely unanswered, is sure to attract attention. What are these air trips going to cost? The all-rail rate from New York to Los Angeles is \$109.77. It has been intimated that the rate for the new route will be around \$275. That is not high when one considers rates abroad. Incidentally, the Air Union, in Europe, is alive to the importance of the question of cost, and its advertising, distributed in the United States, gives full details not only in pounds, shillings and pence, francs, florins or whatever the local currency may be, but also in dollars and cents. It costs \$30.50 to fly the 250 miles from Paris to London and the actual flying time from the aerodrome at LeBourget to Croyden airfield is two hours and a half. To this must be added an hour at either end of the trip, which includes time for the motor trip from hotel to the point where the flight starts and a similar trip at the other end, for the handling of details, regarding passports, baggage, customs, etc. In other words, the 250 mile trip requires four hours.

That question of time entailed by air trips is an important one. A while ago, the New York Central, according to good report, studied the airplane as an adjunct to the Twentieth Century. It was suggested that passengers might leave Grand Central station several hours after the Century and overtake it at Rochester, in time

APRIL ADVERTISING

in LOS ANGELES

Men's Clothing	Los Angeles	Times	FIRST
Department Stores ...	Los Angeles	Times	FIRST
Furniture	Los Angeles	Times	FIRST
Electrical Appliances .	Los Angeles	Times	FIRST
Automobiles	Los Angeles	Times	FIRST
Building Materials ...	Los Angeles	Times	FIRST
Churches	Los Angeles	Times	FIRST
Amusements	Los Angeles	Times	FIRST
Transportation	Los Angeles	Times	FIRST
Sporting Goods	Los Angeles	Times	FIRST
Shoes	Los Angeles	Times	FIRST
Machinery	Los Angeles	Times	FIRST
Books—Publishers ...	Los Angeles	Times	FIRST
Shipping—Storage ...	Los Angeles	Times	FIRST
Agriculture	Los Angeles	Times	FIRST
Banks, Financial	Los Angeles	Times	FIRST
Schools	Los Angeles	Times	FIRST
Hotels, Resorts	Los Angeles	Times	FIRST
Hardware—Plumbing	Los Angeles	Times	FIRST
Medical, Sanitariums..	Los Angeles	Times	FIRST
Miscellaneous	Los Angeles	Times	FIRST
Want Ads	Los Angeles	Times	FIRST

Los Angeles Times

Eastern Representatives:

Williams, Lawrence & Greaser Co.
360 N. Michigan Blvd. 285 Madison Ave.
Chicago New York

Pacific Coast Representative:

R. J. Bidwell Company
742 Market St. White Henry Stuart Bldg.
San Francisco Seattle

to go to bed in the Pullman. The trouble, however, was that the motor trips from Grand Central to the flying field and from the flying field at Rochester to the New York Central station consumed so much time, the passenger had really gained but little.

Railroad men believe the announcement of the Pennsylvania and the Santa Fe is only the first of many yet to come. A while back the Canadian Pacific was reported to be operating a plane to newly discovered gold fields far from its rails. L. W. Baldwin, president of the Missouri Pacific, has appointed a standing committee of officials of that line for the purpose of keeping abreast of air developments with a view to their application on that railroad.

In Europe, a program for organizing a combined railway and air merchandise transportation service between Switzerland and adjacent countries has been approved by the commercial conference of Swiss transportation organizations. The two Swiss aviation companies, the "Balair" in Basel and the "Ad Astro Aero" in Zurich, want to sign a contract with Swiss railways according to which goods accompanied by a bill of lading specifying shipment by plane could be trans-shipped from plane to train without any additional instructions from sender or agent. On the Zurich-Budapest air line, the shipment of a package weighing ten kilos (twenty-two pounds) is actually cheaper than by rail. On all the other lines, however, the air service is more expensive.

Proponents of aviation look to the railroads to make commercial flying a success. The logic of their position is easily understood. Railways have the organization to sell transportation as it is provided today—travel through the air should be an easy development from a traffic standpoint. At the same time, advocates of the idea warn the rail executives lest they be caught napping and permit air transportation to get the jump on them as the bus did.

W. Irving Glover, assistant postmaster general, attracted wide-

spread attention to the subject in an address he made recently before the New York Traffic Club. Mr. Glover talks with an advertising tone of voice.

"How much longer," he asked, "do you suppose it is going to be before someone is going to establish a passenger line to take off the train, the travel-weary passenger, who has just come from the Pacific slope, at the Twin Cities (St. Paul and Minneapolis) and deposit him with speed and safety at either Detroit or Cleveland, where direct train connection will await him for this great city, and thereby save a full business day?"

"How much longer," he repeats, "will the same business man be satisfied to continue a further twenty-four hours on the train from Albuquerque, New Mexico, to Los Angeles, the train leaving there at noon today and arriving tomorrow afternoon at 2 p. m., when the plane can take him off the train at the same point and deposit him safely in Los Angeles tonight?"

"How much longer is the business man going to be satisfied with just the one method of travel by train to the great city of St. Louis from New York, taking twenty-four hours, when it can be done in less than half that time? How much longer is the tired business man going to be satisfied with spending twelve or sixteen hours of his week-end getting to the Maine Coast resorts, thereby lessening his hours for the needed time on the golf links, with the still shortened time when he prepares to return to the hot city and the busy office? Think it over; I say, how much longer is this condition going to exist? Not long, for the demands of the American traveling public will bring this new method of traveling into favor."

F. C. Dean Purchases Sycamore, Ill., "Tribune"

Frank C. Dean, for the last seven years publicity director of the Ohio Farm Bureau Federation, has purchased the Sycamore, Ill., *Tribune*, and the Stevens & Stevens publishing plant at that city.

PHOENIX, Arizona—May 24, 1928—Arizona cotton growers are receiving approximately \$10,800,000 for their 1927 crop, according to estimates just released by the Arizona Pimacotton Growers. Government experts predict that the short staple yield will be about 71,000 bales, and the long staple yield about 25,000 bales, or a total of 96,000 bales. Acreage under cultivation in the Salt River Valley is given this year by the Southwestern Cotton Company as slightly more than 80,000 acres, all said to be exceptionally free from any infestation.

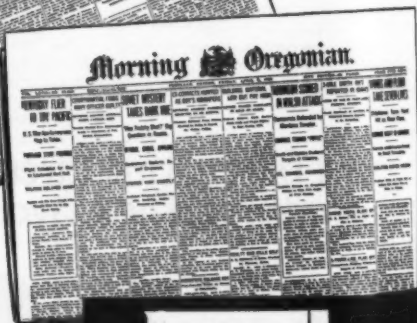
Meet Oliver King, Circulation Manager of The Arizona Republican

A. B. C. records and individual opinions of those who know declare the circulation of the Arizona Republican to be one of the cleanest in America. King, using the Arizona Republican as the excellent product he sells, and with an unique city and farm home delivery system unparalleled in the United States, has been circulation manager in the development of the Arizona Republican's circulation from 3,000 in 1912 to 28,000 daily and 30,000 Sundays in 1928

No premiums, life insurance policies, knick-knacks, or duhickey contests are used to develop circulation. Subscribers pay for their Arizona Republican, or they no longer receive it. Value for the advertiser's dollar is guaranteed by this system



Growing



BECAUSE the people of Portland and the surrounding territory rely on The Oregonian for full and accurate news and advertising, it is by far the greatest influence in the Oregon Market. And remember—You can sell Portland with The Oregonian **ALONE**: You cannot sell Portland without it!



THE PREFERRED NEWSPAPER

Circulation

Now, as always, The Oregonian has the largest circulation of any newspaper in the Pacific Northwest

PUBLISHERS' STATEMENTS to the Audit Bureau of Circulations for March 31, 1928, show that The Oregonian *gained* 4,865 in daily and 9,476 in Sunday circulation during the past year.

Here is definite proof of The Oregonian's popularity among the people of Portland and the surrounding territory. And this growth is all the more striking since The Oregonian is the only five-cent newspaper in a field of two and three-cent newspapers. Alert, thinking people buy The Oregonian—the highest priced newspaper in Portland—because they *want to read it*.

Oregonian's Circulation Growth Greater Than Ever!

	Now	Six Months Ago	One Year Ago	Gain During Year
MORNING OREGONIAN.	108,154	105,357	103,289	4,865
SUNDAY OREGONIAN.	161,214	154,282	151,738	9,476

The Oregonian

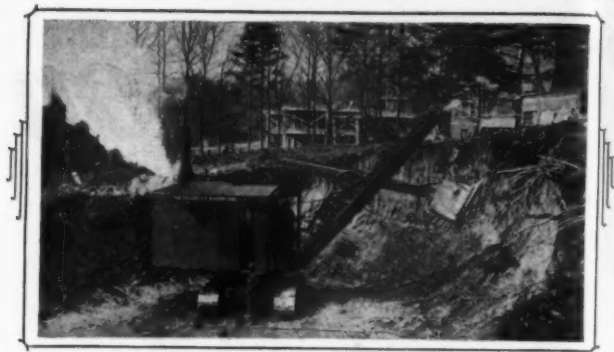
PORTLAND, OREGON

Circulation over 108,000 daily, over 161,000 Sunday

Nationally Represented by VERREE & CONKLIN, Inc.

New York Chicago Detroit San Francisco
235 Madison Ave. 333 N. Michigan Ave. 321 Lafayette Blvd. Monadnock Bldg.

APR THE PACIFIC NORTHWEST



MUSIC of the STEAM SHOVEL and the Riveting Hammer

Melody of fifty million dollars as the Federal Government, spends that sum in its huge building program now under way in Washington!

Thousands of workmen on full time in addition to 60,000 regular government employees whose income is \$4,000,000 twice each month.

THOSE WHO EARN . . . CAN ALSO SPEND.

Part of that \$50,000,000 is yours
. . . if you go after it.

Go after it! Advertise consistently
in seventy-odd thousand paid circulation
daily . . . eighty-odd thousand Sun-
day . . . in the best buying homes before
the day's buying is done. . . . advertise in



The Washington Post.

The first thing each morning

PAUL BLOCK, Inc., National Advertising Represent-
ative, New York, Chicago, Boston, Detroit, Phil-
adelphia and San Francisco.



Market, Market Find the Market

How a Test Campaign in Periodicals for Plastic Wood Determined Its Most Likely Purchasers

By Robert A. Gibney

EVERY so often, PRINTERS' INK tells about a manufacturer who, after selling a product for a number of years, suddenly stumbled upon a market vastly larger than the one to which he had been catering. Is there anything that can be done to uncover these hidden markets more quickly? Can advertising, for example, be used to bring these unexpected markets to light promptly? Consider the following case:

Here was a new English patent, the rights for which had been bought for this country and a company organized for its manufacture and sale. The new company had no trade connections of any kind, and while the manufacturers felt that Plastic Wood could be advantageously used in an infinite variety of ways, there was no precedent as to its most profitable market, nor was there sufficient capital to make an impressive start in many fields.

The product, Plastic Wood, is unique. It is a compound of the consistency of putty that hardens on exposure in the air into solid wood, with all the properties of natural wood except the grain.

How was it to be sold? There

was the industrial field; there was the possibility of extensive use by carpenters, painters and electricians, and there was the consumer market for general home repairs.

The factory was located at Canton, Mass., and the first sales effort was directed to the industrial plants of New England. Before long, salesmen had introduced it to several logical industries—to boat builders, furniture and cabinet makers, to shoe factories for repairing lasts, and to pattern makers—but it soon became evident that such business, even if extended throughout the country, would not be sufficient for profitable growth.

The next step was to interest the retail trade and through them reach carpenters, painters and electricians. Distribution was planned through the wholesaler, and beginning in Boston, Plastic Wood was introduced by salesmen to hardware stores, paint stores, department stores, drug stores

and ship chandlers—wherever a retail buyer could be sold.

It quickly became evident that the best retail channels were hardware and paint stores, but instead of reaching painters and car-



Where's the can of PLASTIC WOOD?

[Reg. U. S. Pat. Off.]

Don't worry about loose rungs when you can quickly and easily fix them yourself with Plastic Wood. Just smear the hole with Plastic Wood and push the rung back in—in a few hours the Plastic Wood will become solid wood, and the chair be as strong as new. Fix loose handles in the same easy way. Use Plastic Wood too for cracks and holes around the house, to keep out weather, dust, insects and mice.

For loose tiles, cracked porcelain or enamel, ask for Plastic Wood White Waterproof Tile Cement.

Handles
like
Putty



Hardens
into
Wood

1 lb. can \$1.00 ¼ lb. can 35 cts.
At Hardware and Paint Stores
ADDISON-LESLIE COMPANY
202 Belvoir St. Canton, Mass.

COPY IN EACH ADVERTISEMENT
WAS ADAPTED TO THE TYPE OF
PUBLICATION SELECTED

penters, sales developed from home owners.

Through the use of circulars, the co-operation of wholesalers, and a small number of salesmen, general retail distribution followed in a limited way, but the necessity for consumer advertising was soon evident. Two or three local campaigns were used in Boston and other New England centers, but as a 35-cent can of Plastic Wood lasts a long time for normal household repairs, a quick resale could not be expected, and the sales unit was too small to bring quick profits on the local appropriation.

Reports, however, showed that Plastic Wood, when once used, met with real favor and received enthusiastic word-of-mouth advertising. Consequently, the problem was to secure as many retail outlets and as many scattered users as possible in a short time.

Periodical advertising was decided on as the answer—but here was a real problem in itself. All that the manufacturer could tell from the jobber reports was that Plastic Wood was moving through hardware and paint stores. Exactly what uses were appealing most to the consumer; whether it was selling in large cities, smaller towns, or in the country districts; whether it appealed more to men or women; what types of homes it entered—all these were questions that could be answered only by guesswork.

A comprehensive market investigation would be expensive, even if it were possible, for as there was no similar product already established and its own merchandising was hardly started, there was no basis on which to determine its possibilities.

An advertising appropriation of \$7,500 was available from July to December, 1927, and it was determined to use this sum for space in periodicals of varied circulation and determine from consumer inquiries the best market or markets for immediate development. Twenty-three publications of national circulation were selected and fifty-six-line space was decided on. Seven advertisements were pre-

pared, each of the same general appearance, but with the copy adapted to the type of publication selected. For example, "Don't Catch Your Clothes on Splinters" was the headline of one advertisement used in women's publications. "For the Boy Who Likes to Do Things" was the heading of an advertisement in boys' magazines. "Any One Can Make Repairs with Plastic Wood" was typical of the copy in publications of general appeal.

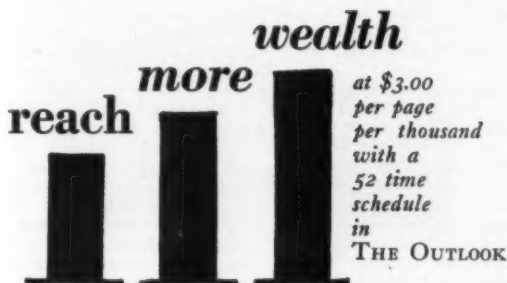
A GAMBLING PROBLEM

The offer of a sample can seemed to be the natural method of bringing inquiries, but from a manufacturing standpoint, anything less than the regular one-quarter pound can was impractical. Now the Addison-Leslie Company had no intentions of doing a direct-mail business. In fact, in addition to ascertaining its consumer market, the campaign was designed to increase the number of dealers. To offer a full size quarter-pound can free, or at less than retail price, would obviously curtail local sales, so it was decided to have each advertisement carry a coupon to facilitate inquiries, or rather consumer orders, but in each advertisement to display just above the coupon a line reading: "Sold by Hardware and Paint Stores. Send Coupon if They Cannot Supply You."

The coupon with 35 cents—the full retail price—would bring a standard quarter-pound can by mail. With each can so ordered there was included the following printed notice:

We are sending this can of Plastic Wood direct on your order on the assumption that you have been unable to obtain it at a local Paint or Hardware Store. If it is as satisfactory for your purposes as it has proven for so many others, we will appreciate it if you will ask your local store to re-order for you through regular channels.

The schedule for the advertising was sent out in broadside form to some 20,000 stores throughout the country with information as to the product, store display material, etc. Attention was particularly directed to a reprint of the



**with your
advertising dollar**

The Outlook

120 East 16th Street-New York

FRANCIS RUFUS BELLAMY, Publisher

WM. L. ETTINGER, JR., Advertising Mgr.

insert that was to be included with every can ordered direct by consumers. As a result of this precaution, the use of the coupon brought no complaints from the trade, but on the other hand resulted in a large increase of new dealers.

Two or three advertisements were run in each publication on the list, staggered over the six-month period. Each coupon was keyed and a daily record kept of consumer orders from each publication.

The results were definite and profitable, for not only did the returns show distinctly the importance of the different markets, but over 2,250 actual orders were received, each enclosing the awkward sum of 35 cents. These orders were later classified under cities and towns, and a letter with free sample can is being sent to the leading hardware and paint store in every town or city of secondary importance from which several inquiries have come, giving a list of the direct coupon orders received from that vicinity during the season. If the dealer already carries Plastic Wood, it is just a little complimentary gift for personal use. If he does not carry it, it serves as an introduction for the product.

Before the complete returns were in, it was possible to ascertain who were the most profitable consumers, and a tentative campaign for 1928 was prepared in which the coupon was eliminated, and larger space and continuity arranged for in a limited number of publications to best reach the selected market.

The consumer markets that were selected on the basis of incomplete returns were "handy men," housewives, general, and boat owners. Even without a final analysis of the test campaign it became evident from the first appearances of the new advertising that the selection was good, for sales immediately began a striking rise, and all doubt was eliminated when the final analysis was completed, the figures for which, brought to a common unit, showing—

Boat Owners163
Housewives163
"Handy Men"157
General096
Men094
Boys080
Farm023

A year ago, the problem of promoting Plastic Wood was an uncertainty. Today, from the market investigation or analysis made with a limited test campaign in numerous periodicals of selected circulation, there has been outlined a very definite sales and development program, which is already showing marked results. Nor was it necessary to consider this as an investigation expense, for the test campaign itself was effective advertising in opening new outlets and developing those already established, so that sales showed a constant growth and are now established on a firm basis which is already being definitely and profitably developed, both to the consumer and industrially. The present campaign, through its direct appeal to those who would be most interested as home users, has brought in numerous new industrial leads from those who have sensed its advantages in industry as well as in the home. These were leads which the company would scarcely have thought of and which came to light only by successfully ascertaining the most profitable consumer market and making the advertising appeal directly to that market.

Miss D. F. Steer with New York "Herald Tribune"

Miss Dariel Frances Steer, formerly with *Scribner's Magazine*, New York, has joined the advertising staff of the New York *Herald Tribune*. She will work on school and camp advertising.

Moon Motor Appoints N. D. Craighead

Norman D. Craighead, formerly service manager of the *St. Louis Star*, is now advertising manager of the Moon Motor Car Company, St. Louis.

Matson Appoints Wales Agency

The Matson Navigation Company, San Francisco, has appointed the Wales Advertising Company, New York, to direct its advertising account.



The National Capital is the Heart of the Nation's Business

There has just closed the sixteenth annual meeting of the United States Chamber of Commerce, held in its own imposing building here in Washington. There were gathered 4,000 leaders, representing 850,000 business men in every branch of industry, located in every section of the country.

To Washington they came to discuss each other's problems in a spirit of helpful co-operation—for "prosperity through team-work."

From Washington these 4,000 leaders returned to their homes broadened by contact; stimulated by friendly intercourse; heartened by the exchange of experiences of the past and an awakening of ideas and ideals for the future.

No other city in the country occupies the same intimate relation to every business and every industry as does Washington. It is more than the Nation's Capital. It is the heart of the Nation's commercial and industrial life.

The greater Washington Market comprises the District of Columbia and the 25-mile radius into Maryland and Virginia—with approximately 800,000 prosperous and progressive people. The Star alone covers this entire market, completely going directly into the homes—Evening and Sunday.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
DAN A. CARROLL
110 E. 42nd Street

Chicago Office:
J. E. LUTZ
Tower Building



Mrs. Mary R. Reynolds Leading Farm Woman Editor Joins The Farm Journal

The "First Editor with Home Economics Education," and the "Best Known Woman Editor in Farm Journalism," are titles bestowed on Mrs. Mary R. Reynolds, who has been secured as Associate Editor of The Farm Journal in charge of women's interests.

Mrs. Reynolds joined the Orange Judd Weeklies in 1912. Farm birth and up-bringing—four years in home economics at Michigan Agricultural College—five years'

The Farm

first in the

PHILADELPHIA : NEW YORK : CHICAGO : ATLANTA

assimilation of agricultural journalism as wife of the editor of "Prairie Farmer"—furnished a wonderful background, and Mrs. Reynolds soon forged to the forefront among farm magazine household editors.

Home Economists in Business

Mrs. Reynolds was one of the first of the home economists to enter business, and is a charter member of the "Home Economics in Business" section of the American Home Economics Association, which now numbers many of the leading home economists, who have joined manufacturing and other commercial organizations.

When the great need came during the war, for effective publicity, Mrs. Reynolds was drafted by the U. S. Department of Agriculture to take charge of special press promotion work.

For three years she wrote all the publicity articles on work of the Department which was of special interest to women and children—on food, clothing, child care, home demonstration activities, 4-H Club work, as well as much material on other subjects.

Mrs. Reynolds is the author of a cook book and a needlecraft book. She promoted the greatest farm-home improvement contest, requiring nation-wide visiting of farm homes. She has attended innumerable meetings in which farm women discussed their problems. She knows intimately the keenest interests of the women readers of The Farm Journal and how to satisfy them.

Under Mrs. Reynold's able leadership of the women's field it is certain that The Farm Journal will prove still more attractive to its 2,500,000 women and girl readers.

1,400,000 Responsive Circulation

Journal

farm field

SEATTLE : SAN FRANCISCO : LOS ANGELES

There Is *Extra* Business in

Michigan

During the Summer



MAKE your plans now for
rest-renewing in
this unspoiled place
the soothing
Reproduction
of a Michigan
Tourist and Resort
Association national advertisement
calling new prospects to Michigan.

From early June until late in October there is a steady trek of tourists to the pleasure spots of Michigan. The Universal appeal of beautiful lakes and resorts has made this state the playground of the nation and insures this annual influx of extra buyers.

They come with the idea of spending and have the money to spend.

The Booth Newspaper Area is increased in buying population two, three and fourfold. Retail business is maintained at peak throughout the months that are "dull" in many other markets.

It pays to keep schedules running in Michigan all through the summer.

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

Combined Daily Average Net Paid Circulation

271,662

THE BOOTH PUBLISHING CO.

I. A. KLEIN, Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
6 North Michigan Ave., Chicago

"I Shall Never O. K. Another Order for DeLong Products!"

That's What a De Long Salesman Was Told by a Customer Who Wanted an Unearned Discount, but a Straightforward, Courteous Letter Brought Him Back into the Fold

By Charles A. Emley

Sales Promotion Manager, De Long Hook and Eye Company

A LARGE wholesale firm deducted the cash discount from an invoice it paid after the expiration of the cash discount period.

We wrote the company several letters about the improper deduction but it paid no attention to any of them. Then we instructed our salesman to mention the matter to the buyer the next time he saw him. The buyer referred the salesman to the merchandise manager and a battle royal ensued.

The merchandise manager threatened to throw out the line. He said, in substance: "I'll have a check sent to your firm for the amount of the discount, but I shall never O. K. another order for De Long products as long as I wield the managerial pencil."

Naturally we didn't want to lose the account for it was a good one; neither did we care to deviate from our policy. So there was but one thing to do—write the merchandise manager a letter and try to convince him that he was wrong (he flatly refused to see the salesman again or talk with anyone else in the De Long organization). The following letter brought him back into the fold.

You'll observe that it does not grovel nor "bend over backward." It simply reviews the facts in a straightforward, courteous fashion.

* * *

Mr. please

GENTLEMEN:

A few days ago Mr. sent us a detailed report regarding his talk with you about the \$.... representing the cash discount you deducted when you paid our invoice of February 11.

Now let's look the facts squarely in the face, Mr. Our terms, as you know, are ten days E. O. M. This means that the cash

discount period for our February invoices expired on March 10. Your check in payment of our invoice of February 11 did not reach us until May 3 or almost two months after the expiration of the cash discount period.

In the early part of April we wrote you a courteous letter reminding you that your February account was overdue. On April 12 you wrote us for a duplicate invoice. It was sent on April 13. Your check, as we've mentioned, reached us on May 3.

In view of this, Mr., do you really feel that you are justified in refusing to O.K. any more orders for De Long products? Just put yourself in our place and answer the question as you would like to have us answer it if our positions were reversed.

You know how it is in your business. You have certain terms which in fairness to all of your customers you simply must adhere to. You cannot give to one customer what your terms do not permit you to give to another without soon getting into trouble. Neither can we make a concession to you which we cannot make to all of our other good friends.

Moreover, you appreciate that a cash discount is simply a reward for paying a bill within a certain time agreed upon by both buyer and seller at the time an order is placed. If for any reason we do not pay a bill within the time agreed upon, it is no more than fair that we forfeit the cash discount, is it? As a matter of fact, Mr., if we were to have a sliding scale of discounts, each discount governed by how long an invoice is paid after it is due, there would be no need for a cash discount. Isn't that true? Such a

policy, you'll agree, would increase bookkeeping costs considerably!

So all things considered, we're confident that on second thought you will see the fairness of our stand and welcome the opportunity to O.K. any De Long orders you may receive for approval from now on.

With all good wishes, we are

Don't Hire a Lawyer to Devise a Sales Contest

SAN FRANCISCO, CALIF.

Editor of PRINTERS' INK:

I wonder if you would give me some information with regard to the legality of sales contests where the awards are given by chance.

The sales contest in question involves placing a numbered ticket in a box for each salesman reaching a certain quota; at the end of the contest one ticket is drawn by a disinterested person, and the salesman in whose name it may be receives the capital prize. This will take either the form of a trip to the Hawaiians or a small automobile.

This resembles a lottery only in that the prize is awarded by chance; it differs inasmuch as no charge is made for the tickets; the prize being awarded merely by the volume of business.

WHAT the status of the question presented in the foregoing letter may be from a legal point of view is of slight importance beside another question, namely: will a sales contest of the kind described accomplish all a sales contest should?

The idea of deciding the winner of the capital prize by lot is probably legal, though if the contest is to be advertised or sent out through the mails it should be submitted to the San Francisco post office before it is finally adopted. The question of the legality of a sales contest, as of an advertisement, a trade-mark, or a sales method, is often the chief basis upon which such things are brought up for consideration when it should be the last. For it frequently happens that the more admirable a selling document is from a legal standpoint, the more uninspiring it is from the point of view of human interest.

What, for example, could more

effectually chill the ardor of a bunch of spirited salesmen than the proposition to award the contest prizes by chance? This is not the basis upon which a contest ought to be presented to the salesmen—that those who are to partake in the contest are to be selected by lot. No; all salesmen *must* participate if all are to be stimulated to extra effort—and that's the purpose of any contest. They must all stand a chance of winning, and the number of prizes should be in generous proportion to the number of salesmen contesting. Moreover, the prizes must be awarded in relation to the effort exerted by the men. To award the prizes by lot to one or a few out of all those who have reached a specified quota is wrong for two important reasons: (1) The specified quota is an advertised minimum—why try to beat it?—and (2) what trait in human nature will reconcile the unlucky ones to the idea that there was any real justice on the job when the lucky number was drawn out of the box?—[Ed. PRINTERS' INK.]

Rhode Island Changes Advertising Law

Rhode Island's law against fraudulent advertising has recently been changed by two amendments which have been approved by both the Legislature and the Governor.

The first amendment adds to the original law—which was the PRINTERS' INK Model Statute—a definition of "worth" or "value" and indicates types of cases wherein untruth may be found. This amendment, according to the manager of the Providence Better Business Bureau, was sought in the belief that it would serve as a preventive measure against price comparison advertising.

The second amendment seeks to prevent the unauthorized insertion of handbills or circulars in newspapers by newsdealers or others. Originally this amendment was a separate bill. It was attached to the original law against fraudulent advertising, as an amendment, at the suggestion of the House Judiciary Committee of the Rhode Island Legislature.

Death of C. J. Cadwell

Charles J. Cadwell, for several years sales manager of the American Writing Paper Company, Holyoke, Mass., and recently elected vice-president of that company, died at that city on May 18. He was fifty-five years old.



VARIETY

The spice of the Isaac Goldmann Company's business is variety. Organized to produce "Printing of Every Description", we are also geared up to create direct-mail advertising in every field. Witness a few of the fields in which we have recently and successfully delved:

Interior Decoration	Radio Batteries
Storage Batteries	Dry Batteries
Gas Lighting, Heating & Cooking Service	Real Estate
Hospital Supplies	Smart Restaurants
Proprietary Medicines	Cosmetics
Philanthropy	Jewelry
Silverware	Smart 5th Avenue Shops
Bedsteads, Cribs & Radiator Covers	Paints
Benevolent Orders	Smart Summer Resorts
Men's Hats	Public Utilities
Musical Instruments	Office Appliances
Portland Cement	Furniture

If we haven't touched your field, perhaps we could bring to it a fresh viewpoint.

Isaac Goldmann Company

ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.
NEW YORK, N.Y.

TELEPHONE
WORTH 9430



BOSTON - in

Boston holds a unique position among American cities. It is one of the most famous of the few historical cities of the country and at the same time, and in the best sense, one of the most progressive. The story of the old Boston makes interesting reading, but the new volume—the story of Business Boston of today—makes the kind of reading that gets the attention of the business American.

Boston offers no difficult sales resistance to worthy merchandise. Statistics indicate that the Boston market offers remarkable opportunities for economical development of sales. This is proved by the successful experiences of national advertisers who have invaded this territory.

But there is one point of difference between Boston and the other important markets of America. The people are divided into two separate groups that differ sharply in their modes of living, in their habits, in their preferences and trains of thought. This condition has been developing for over a hundred years and is the result of heredity, of tradition, sympathy and environment.

Those manufacturers and merchants who expect success in the Boston area, must so engineer their advertising—as well as their merchandising plans—that they will appeal with equal force to the people composing *both* groups of the divided population.

BOSTON HERALD

Advertising representative:
George A. McDavitt Co.,
250 Park Avenue, New York, N. Y.
914 Peoples Gas Building,
Chicago, Ill.



n WO volumes



There is but one way to reach practically the entire population of Business Boston, which numbers nearly 2,000,000. Of course it is through the advertising columns of the newspapers. There are four daily newspapers of major importance. To cover the entire population at least two papers should be used. *One* of them must be the Boston Herald-Traveler, for the Herald-Traveler is the *only* Boston newspaper that is read by the more important division of Boston's population. The other can be covered for the most part by any one of the other three dailies.

Space buyers throughout America realize today that the Herald-Traveler *alone* reaches those Bostonians who possess the greater buying power and are also more responsive to brand and quality advertising. Among this group every reader is a prospective customer for every kind of merchandise. And that is the kind of circulation that pays the advertiser.

In addition to its unique hold on the more important population division, the Herald-Traveler offers the national advertiser an exclusive feature. The Herald-Traveler carries the only Rotogravure Section published in Boston.

The people of Boston welcome worthy merchandise and buy readily. Cover this important market—by using the Herald-Traveler and one other Boston newspaper.

R AD - TRAVELER

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile, and publication advertising among Boston newspapers.

Folks buy on faith, mostly

The Dallas News and The Dallas Journal are published by the oldest business institution in Texas.

winning silver cups for district salesmen, we're selling advertisers something they can't buy everywhere.

* * *

* * *

We supplied our folks with their reading when they wore long skirts and side whiskers. Some the long skirts, that is, and some the side whiskers.

Since we have always told things just as they happened, without recourse to wind instrument or paint pot, folks hereabouts look to these papers for the truth about everything.

* * *

* * *

We wrote up their cattle stampedes and the Oklahoma land rush. And we always told things just as they happened. We helped Dallas get its railroads, then its highways, and now its air lanes.

They've been doing it these many years.

* * *

But the gratifying thing is that so many more of them are doing it now than ever before.

* * *

And now that this section has grown up into the sort of market that keeps on

News, net paid:

Daily, now over..... 82,000

Sunday, 'way over..... 100,000

Journal (weekday evenings) 41,000

The Dallas Morning News The Dallas Journal

(There's a special combination rate)

THE JOHN BUDD COMPANY—Representatives

Artistic Illustrations from Silverprints

How an Old Labor-Saving Method Is Being Brought Up to Date by Interesting New Handlings

By W. Livingston Larned

WHEN a line drawing of a complicated subject is wanted with speed and economy, nothing can quite take the place of the silverprint illustration. A print of this character can be made from a photograph or a wash drawing or even from the object itself in a brief space of time, and it costs little. Such prints supply the artist with a meticulously correct, detailed study of the subject which can be virtually traced. Where there is an intricate amount of fine technical detail, the saving in time and money is especially great.

But there was, for a while, a reaction against silverprints because they apparently invited sameness of technique. These drawings were all approximately the same in spirit, and quite apt to be undesirably formal, uninspired and an obvious matter of pen tracing. This criticism was, I think, valid enough. Artists, feeling restrained and conscious of the fact that precious little of themselves or of their own individualities went into the drawings, adopted what might be termed a "silverprint technique," and it was not altogether pleasing, seldom artistic.

However, silverprints are now employed in an entirely different way, and with an almost complete absence of the cold, mechanical techniques of the past. Artists find that it is possible to be as artistic, as free, and as unlabored, as when

working on white paper, provided they start out with that thought in mind.

It is complained of the silverprint method that, because the artist is confronted with so much detail, he is likely to include more



Rich green pasturage—
mild Decembers—
that's California!

When you travel between the laden
orchards and rich fields of California's
Valleys

Then, when you have seen the rich-
ness of California in summer, imagine
the always-sure

SILVERPRINT ILLUSTRATIONS NEED NOT BE STIFF AND
FORMAL, AS THIS ADVERTISEMENT SHOWS

of it in his drawing than makes for a characterful illustration. In a sense, it is almost as if he worked over the original photograph with pen and ink. The wealth of color is not a little confusing, as might be imagined. The temptation is to include far too much.

The newer method is to use the silverprint as a means of securing absolutely correct fundamentals. An artist makes an outline tracing of essential ingredients, and then bleaches the print white. This supplies a skeletonized version of a complex and no doubt

difficult-to-draw subject. The "hard part" has been simplified for him. From this point on, his own individuality may enter into the finished illustration and a technique arrived at which is the measure of the man.

With an outline base the artist is in a position to complete his picture in a wide variety of techniques—full shade, sketchy, with a fine pen stroke, semi-outline, areas of pencil or crayon, of contrasting black and white. And it is possible to see and to analyze what is being done, step by step.

By the former process, the result was always somewhat of a gamble. The artist himself was never altogether sure of how it would look, until the print had been bleached. And it was likely to prove a disappointment in the end, with little or no opportunity to make radical changes.

When the silverprint job is finished, there are two techniques in evidence—the pen drawing itself and the original photographic interpretation. One confuses the other. Until the photographic color is bleached away, the artist's work is a matter for speculation as to just what result has been attained.

It may not be generally known that there are observances which assist greatly in the production of a perfect silverprint job. To violate them may invite failure. At least they contribute, individually, to the complete success of illustrations of this school. The more important items are:

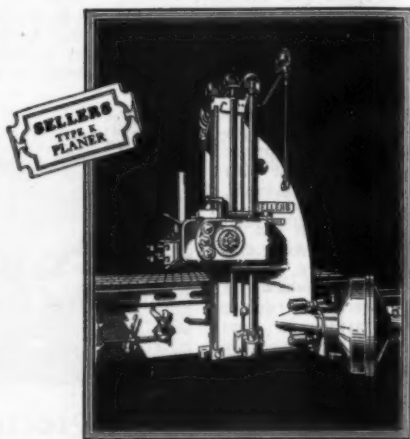
1. Silverprints should not be more than twice the size of the printed result. The very character of the process encourages the use of much detail and this detail fills in where the reduction is too great.

2. Make certain that your silverprints come from a reliable source. There are different grades of silverprint paper, and

the best is none too good for fine pen work.

3. It is often wise to request the photographer to supply a "light" print. This is something he can regulate. The original photograph may be very dark and is thus difficult to follow as regards detail.

4. The silverprint comes to the artist on thin paper. It is by no means easy to work over it, because chemicals have buckled the paper. Such prints should be mounted on cardboard, with rubber cement. They are then absolutely smooth and with a firm backing. When



LINE ILLUSTRATIONS OF MACHINERY FAIRLY SPARKLE WITH CRISP DETAIL AS MADE BY THE SILVERPRINT PROCESS

the illustration is finished, the print can be peeled off easily enough.

5. Not one silverprint in twenty-five is bleached scientifically. It is an operation which should never be hastily handled. A liberal wash with the chemical solution, properly mixed; the patting of the surface with cotton, dampened in the solution, and many washings under a flow of clean, cold water. Silverprints "turn yellow" when they have been improperly bleached and washed.

6. It is not expedient to use white paint on silverprints. White pigment is almost instantly discolored by the chemicals still remaining in the paper. If corrections are necessary, it is far better to scratch them out with a knife or use the tip end of a sand eraser.

7. If a complex subject is to be simplified, the artist will do well to merely outline the details with his pen, bleach the print, and resume with his added shading.

8. Silverprints can be used to supply the basis of detail for any other medium, including color, where an absolutely correct outline is demanded. An enlarged print can be traced upon water-color paper, or cardboard merely by



**Thomas B.
McAdams**
of
Richmond
Virginia

Executive Manager . . . State-Planters Bank & Trust
Company, Richmond, Va.
Director International Mercantile Marine Co.
Director . . . Virginia-Carolina Chemical Corporation
Director Atlantic Life Insurance Company
Director Johnson Publishing Company
Director Universal Leaf Tobacco Company
Director Tobacco By-Products & Chemical Corporation
Ex-President American Bankers Association

editorial influence
with men of
influence

AMERICAN BANKERS
Association
JOURNAL

110 East 42d Street

CHICAGO

LOS ANGELES

New York City

(25,499 net paid A. B. C. reaching 9/10)
of the Banking Capital of America

INDIVIDUAL TYPOGRAPHY

backed by the
collective efficiency of
our entire membership

WHEN you enter into relations with any one member of the Advertising Typographers of America, you are dealing, in effect, with all twenty-eight members. Their code of ethics is in force. Their standard of skill and equipment governs the work. Their warranty of responsibility protects the job. For, to join this association each member has submitted to strict inquiry and supplied indisputable proof that he is a true craftsman, an able business man and a man of honor. We are proud of our calling and jealous of its standing, with the fixity of purpose to keep American typography the admiration of the world.





TYPOGRAPHY
THAT SETS UP
AN IDEAL

MEMBERS OF
*Advertising Typographers
of America*

NATIONAL HEADQUARTERS
461 Eighth Avenue + Printing Crafts Building
NEW YORK

FROST BROTHERS	207 West 25th Street, New York
DAVID GILDEA & Co., INC.	22 Thames Street, New York
HAYES-LOCHNER	106 East Austin Avenue, Chicago
HAROLD A. HOLMES, INC.	215 North Michigan Ave., Chicago, Ill.
MONTAGUE LEE Co., INC.	216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC.	314 East 23rd Street, New York
PROGRESSIVE COMPOSITION Co.	Ninth at Sansom St., Philadelphia
STANDARD ADVERTISING SERVICE	250 West 40th Street, New York
EDWIN H. STUART, INC.	422 First Avenue, Pittsburgh
SUPREME AD SERVICE	229 West 28th Street, New York
TRI-ARTS PRINTING CORP.	27 East 31st Street, New York
TYPOGRAPHIC SERVICE Co. OF N. Y., INC.	216 East 45th St., New York
THE TYPOGRAPHIC SERVICE Co.	75 North New Jersey St., Indianapolis
TYPOGRAPHIC SERVICE Co.	417 East Pico Street, Los Angeles
KURT H. VOLK, INC.	215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC.	617 North 8th Street, St. Louis
GEORGE WILLENS & Co.	437 West Fort Street, Detroit
S. WILLENS & Co.	21 South 11th Street, Philadelphia
WOODROW PRESS, INC.	351 West 52nd Street, New York
AD SERVICE Co.	313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE Co.	216 East 45th St., New York
ADVERTISING TYPOGRAPHERS, INC.	231 West 29th Street, New York
THE ADVERTYPE Co., INC.	345 West 39th Street, New York
ASSOCIATED TYPOGRAPHERS, INC.	460 West 34th Street, New York
BERTSCH & COOPER	154 East Erie Street, Chicago
J. M. BUNDECHO, INC.	65 East South Water Street, Chicago
E. M. DIAMANT TYPOGRAPHIC SERVICE	195 Lexington Ave., New York
WENDELL W. FISH	919 Union League Building, Los Angeles

print process and the most exacting critic will find no cause for complaint in the matter of almost invisible elements of technical importance. The artist may eliminate things which are not essential, incorporate his own ideas as to lighting, and "play" with the subject for its own betterment.

So great has been the progress in this direction that some of the most eloquently artistic industrial catalogs of recent years have been illustrated in decorative line over silverprints. Most of these pictures possess far more individuality and character than the formal halftone from a photograph. A new note is brought to the industrial catalog. In some cases, tint blocks are run beneath the line plate, with whites "cut out" judiciously, where they will accomplish the most good and introduce needed contrast.

It is repeatedly demonstrated that a really artistic pen drawing from a silverprint base is more desirable, in the case of certain subjects, than camera and halftone illustrations. And exactness of detail is not missing, as when the artist attempted to "start fresh" with a sheet of white paper and pantograph or sketch up his subject.

Remarkable portraits in line are possible, over silverprints, particularly when very fine pen work is required. Likenesses are preserved absolutely and the most subtle degrees of light and shade interpreted for poor-paper printing, from the camera original. There is a method in wide use today whereby the artist lays pen lines compactly, side by side, of increasing and diminishing strength, to produce skin texture. The finished product, in such cases, is so realistic as to cause wonderment over the skill of the hand that put it on paper. Silverprints are by far the best method of attaining this technique.

Equally interesting results are likewise possible in the case of reproductions, in line, of containers, packages of all kinds, with labels which must be shown exactly as they are, including small lettering. The artist preserves the most elaborate and complex details of these subjects and does it quickly, too.

After repeated efforts to secure a series of pen drawings of various models of motor cars, trucks, tractors and other farm machinery, an advertiser was finally forced to turn to the silverprint method, although he had always been opposed to it on the assumption that it was inartistic, formal, cold.

Artists who worked on the series made beautiful illustrations but they were faulty in a technical sense, and the advertiser was exacting in this direction. The subjects had to be pictured exactly as they were and without exaggeration or an excess of artistic license.

Two men finally worked on the series. One artist, a technical expert, used prints and produced the skeletonized outline. Another artist, an illustrator, added last-minute touches in dry brush, to give the free and artistic atmosphere which was required. It was a wise means to a complex end.

If a silverprint illustration is stiff and commercial it is the fault of the artist himself. The process is not to blame for some of our most artistic pen drawings are silverprint jobs.

Elected by "Distribution and Warehousing"

H. S. Webster, Jr., has been elected secretary of Distribution and Warehousing Publications, Inc., New York, publishers of *Distribution and Warehousing*. He succeeds H. J. Redfield, resigned.

F. T. Loudonbeck was elected assistant secretary and treasurer, succeeding Mr. Webster in that position.

Death of C. H. Taylor

Charles H. Taylor, founder and treasurer of the Criterion Advertising Company, New York, died at New York on May 20. He had been connected with the advertising business ever since he was a boy, having started his first work in that field in outdoor advertising under the late Barney Link. At the time of his death Mr. Taylor was fifty-seven years old.

Chase Companies, Inc., Appoints Calkins & Holden

The Chase Companies, Inc., Waterbury, Conn., Alpha brass pipe, has appointed Calkins & Holden, Inc., New York advertising agency, to direct its advertising account. This appointment will become effective about the middle of August.

What our Readers why they read

No national farm paper has a carefully hand-picked list of subscribers. Any publication with more than a half million readers has mass circulation. Capper's Farmer is no exception to this universal rule.

However, the competent editor of a mass publication "senses" those subjects in which the greatest number of his readers has a lively interest. And he presents these subjects in the manner that will appeal to his readers most forcibly.

This editorial "sense" is partly a gift, but in the main it comes from contact, experience and open-minded study of the publication's clientele.

A SERIOUS BUSINESS

Recognizing that farming calls for as serious-minded attention as any other industry, and learning from personal contacts that farmers today are studying their business as never before, the editors of Capper's Farmer "sensed" their editorial policy — articles



**Sell
this
Territory
thru**

Capper's

Circulation 837,282

Published at Topeka Kan.

THE MIDRIFF OF THE WORLD

are like — and our Publication

of a practical nature and value. Especially, articles recounting experiences of other practical and successful farmers.

Farmers are no different from city folks. They are progressive. They want better homes—better motor cars—better living—more conveniences and luxuries. They are vitally interested *all the time* in these things, and in the ways and means of getting these things.

Hence Capper's Farmer is concerned primarily with the economic and social problems affecting rural life. But it treats them in a practical manner—which the people understand. It handles them with maximum attention

to news values and the human interest angle.

Through that technique it has become generally recognized as the business paper of the farm.

Serious-minded? Yes. Possibly American-minded, 1929 model, is better. Practical. With Cash Value contents.

This new type of farm paper has been Capper's Farmer's contribution to the changing public interests and attitudes.

GOOD ENTERTAINMENT

Capper's Farmer carries as large a proportion of "entertainment" as the other nationals—with one exception—without in the least detracting from its Cash Value contents.

's Farmer

M. L. Crowther
Advertising Manager
Graybar Building
New York City

peka Kansas, by Arthur Capper

IN THE MIDWEST OF THE NATION

Don't Let Salesmen Know Too Much about Their Prospects

There Are Times When the Cold Turkey Canvass Has Its Advantages

By C. C. Casey

President, Work-Organizer Specialties Company

"THESE are beautiful records," the president admitted, after a careful inspection of the sales manager's pet file of prospect cards. "You know, though, I wonder sometimes, if records like that do not spoil a lot of good sales by telling a salesman too much about his prospect before he calls."

The sales manager looked puzzled. "How could a salesman know too much about his prospect, chief?"

"Easy. At the club the other day we were talking about that, and one chap told us a story which impressed me quite a bit. I could see that it hit some of the other fellows pretty hard, too.

"He related an instance where a sales manager had been unable to sell twelve tremendously important prospects. The president of the company was particularly anxious to get those prospects on the books. They not only were quite well worth-while business, but they were bell-wethers. Having them as customers would add a lot to prestige.

"The sales manager made a real effort to sell them. He put his best men on them in turn, and reviewed with each man the particular cussedness of each prospect he was to call on, so he would be posted in advance.

"But after several months of such constant effort, even the sales manager himself falling down on

each prospect in turn, the president himself took them over. Only one out of the twelve had been sold by all the concentrated effort that had been put on them.

"The beautiful prospect cards—though maybe not quite as beautiful as yours—showed these prospects, by this time, to be absolutely hard-boiled. One studying the record of the effort to sell any one

of those eleven men would about be convinced that each of them was a 'man-eater,' and an absolutely hopeless prospect.

"When the president took them over, the sales manager brought in those beautiful records. The president thanked him, put them in his desk, and deliberately forgot all about them.

"Then he sent for one of their salesmen who had been making a good record in another city, and assigned these prospects to him—

without a word of comment except to make it clear that each of these men was a real prospect in that they needed the company's proposition.

"The man went out cold turkey—not knowing that these men couldn't be sold. He didn't know he was calling on 'man eaters.' He didn't know they were hard-boiled. He didn't know that every salesman of importance with the company—and all its competitors—in this territory, had tried to sell them

It is always worth while to question established institutions if for no other reason than to prevent one from falling into the habit of assuming that merely because something has been done in a certain way for a certain period of time it must necessarily be beyond reproach. And so, even though there is no doubt that vast benefits have been obtained by keeping detailed records of sales activities and by furnishing salesmen with every bit of information that headquarters can dig up, sales executives may find in this article, with its advocacy of cold-turkey selling, something worth pondering over.



SAFELY NETTED

The ice is out and the speckled trout and ouaniche are jumping crazy for the fly. Whip the wood-fringed lakes and rushing streams where the big ones lurk, ready for a fight at the drop of a feathered lure. Tramp the unmapped spaces and know the thrill of fishing virgin waters.

Every true angler thrills to the picture drawn above, and because **FOREST AND STREAM** is written in the language the angler speaks one hundred thousand outdoorsmen read every issue.

FOREST  **STREAM**
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

If you are an Outdoorsman read *Forest and Stream*

Change Anything *Except* Your Story

*The Hardest Thing to Find in Advertising
Is a Winning Story—Keep Yours*

THERE is one point in common among all successful advertisers of today: *They rarely change their basic advertising appeal.*

They may change layout, illustrations, typography, appearance—but *seldom their fundamental selling story.*

Successful advertising appeals are too difficult to find, and too costly to establish, to change without a very definite *sales reason.*

Most successful advertisers spend thousands before *finding their real selling story.* After they have paid enough to find it, they can't be *made* to change.

A few, however, find it on their first attempt. And discount their good fortune. They alone are likely to risk the hazard of a change.

To them, all advertising history says, "Watch Out!"

No advertising appeal is "old" until the public stops responding to it.

What is often old and threadbare to the members of an organization, is *News* to the great majority of the public.

Remember that it takes years, usually, to get even a small percentage of the reading millions to even *see* your story.

Every new edition of a magazine brings thousands of new people to see it . . . every edition of a newspaper. It takes even a winning appeal a long time to wear itself out in publication.

The market, thus remains *new*, no matter how *old* your advertising story. That's a factor men seasoned in advertising know and recognize.

You can tell the same story in 50 different ways.

You can approach it with countless different headlines.

You can re-dress it and re-picture it without end . . . in safety.

But to *change* it is a hazard.

No matter how "old" it looks to you, how clamorously some in your organization call for a "change in our advertising"—don't discard it UNTIL IT STOPS PRODUCING SALES AT A PROFIT.


That is the sole object of advertising, to produce sales at a profit. Personal weariness of the *same old story* has no right to interfere with that object.

Don't risk an untried skipper on uncharted seas.

BLACKETT and SAMPLE, Inc.

E. F. Hummert, *Vice-President and Editor*

58 East Washington Street, Chicago



and that all of them had failed.

"All he knew about these prospects was that they were worth while, and needed the proposition, and that his big chief personally had expressed his confidence in him by giving him these important names.

NOT A BIG HANDICAP

"Now you'll say that this man was handicapped. I'll admit he was. But I am going to contend that his record in selling four of them the first week and five more within a month is proof that he was less handicapped than had been the other men with all their beautiful records.

"I'll concede that records like yours are good up to a certain point. But I'm old-fashioned enough, if you call it that, to be a bit doubtful whether records always help, even up to the certain point.

"In fact, it's my honest opinion that if you cut out of those records everything about those prospects which indicated they had been called on, and which built up pictures of difficulties, you would sell more of them with a great deal less effort."

The sales manager had lost a portion of his look of pride in his beautiful records. He also seemed a bit doubtful of his theory that the more a salesman knows about a prospect, the better chance he has to sell him. But he wasn't willing to give up without a fight.

"But isn't it a fact, chief, that when a salesman knows the particular problems to be overcome it sort of puts him on his mettle? Doesn't it give him a chance to prepare for his prospect?"

"If you know, for example, that a certain prospect is apt to be rabid about some particular feature of some competing article, or some particular imagined weakness in our product, would you send a salesman out to see him without giving the salesman a chance to prepare to meet those specific objections?"

"Bear in mind, now," was the chief's reply, "that I'm taking the negative angle. Don't jump to the conclusion that I am against the

idea of records entirely. In fact, I'll admit at this point I am for your beautiful records. I approve of the idea. I say keep them up. Use them. But, you know, the longer I'm in business, the less I take anything for granted.

"I don't care how many wise executives have done a thing, or still are doing it. I don't take it as necessarily true that the method is right. Let's take this matter of records merely as an instance where there are two sides to a well-established sales management policy. Let's not say that your beautiful records are all wrong, but let's dig down underneath and look for the ways in which they often are used wrong."

"All right. I feel better. Starting there, let's get back to the hypothetical case I have cited."

"In such a case, your records can be made very useful. The way I would use them, though, in such a case, would be to lay a foundation for the salesman. You have heard me contend that sales leads may not help a salesman, so you know how I feel on that; but you also know, I believe, that I am a thorough convert to the power of advertising—especially go-straight-to-your-man advertising.

"Now, suppose you knew that your prospect had picked out some one feature of our product which he believes is weak. Why not prepare a series of very short letters, with bulletins, or diagrams, or photos attached, each designed to break down this mistaken notion?"

"Sell him by mail, you mean?"

"Oh, no, not that exactly. But give him, in an interesting way, the information you know he lacks, else he wouldn't be thinking as he is. He can't fight back at a letter. He can't get anywhere swearing at it, or trying to get it confused by praising some competing article. He may throw the letter into the waste-basket, but that doesn't matter, if he sees the picture, and gets the idea."

"Then you'd send the salesman out, without telling him about the problem ahead of him?"

"I sure would. I might point out to the salesman some particular angles which I thought might

particularly interest the prospect. But I certainly would not build up any brick walls for the salesman to bump his head against. I would not send him out with expectation of failure, because other salesmen had failed."

"Even if your prospect has not answered the letters?"

"Regardless of whether he answered the letters. I would phrase and send the letters so as to head off the attitude which might upset the salesman. They would not require an answer. I would hold the salesman back until I was satisfied that the prospect had the information he ought to have to hold him in line on the objections I knew him to entertain.

"I wouldn't wait for him to send the order by mail. I would merely put into his hands the information he needs to enable him to change his own thought. Then I would let the salesman call without filling the salesman's thought with obstacles and special problems, and particular cussednesses."

"Well, now, that is a use for these records I hadn't thought of. I have been giving the men copies of these cards when they go out to make calls."

"In spite of generally accepted theory and sales management policy to back you up, I doubt if you were right. I suspect that the card which you give your salesman should contain only the prospect's name, and kind of business, and special needs, and any particular angles of special interest the salesman ought to present. I suspect that it might best delete everything relating to previous failures."

"Even in handling complaints, and attitudes of dissatisfaction?"

"Now you are getting onto another subject. If you send a salesman out to sell merchandise, the things he needs to know most about are the merchandise and its uses, and the prospect's needs. But if he goes out to handle a complaint, then the thing he has to sell is entirely different. Even then, I contend, much of the work may be done ahead of the salesman, and the salesman sent to accomplish a particular thing."

"Well, here's another hypotheti-

cal case. Suppose the same salesman has called on the same prospect a dozen times, over a period of months or years, and has not been able to budge him. The salesman already knows all these things that are on the card and—"

"Which probably is why he hasn't sold the prospect. He knew the prospect couldn't be sold, so he was licked before he went in, most of the times after the first.

"The head of one of the big automobile companies contends that after a salesman has been in any territory for a while, he goes stale. He adds day by day to his list of prospects who, he believes, are unsellable. To him they are not prospects any more, for he knows all the reasons why they aren't going to buy.

"In an adjoining territory there probably are an equal number which some other salesman knows aren't going to buy. It has been proved time after time that after these two salesmen work the territory till they would bet a hat that the sales manager himself couldn't make quota, all you need do is to switch the salesmen and keep your mouth shut and your records hidden, and they'll each go out, in the other territory, and sell so many of these impossibles that they will make quota. They won't know that a prospect can't be sold, so they will go after him with a big measure of expectation, and sell him."

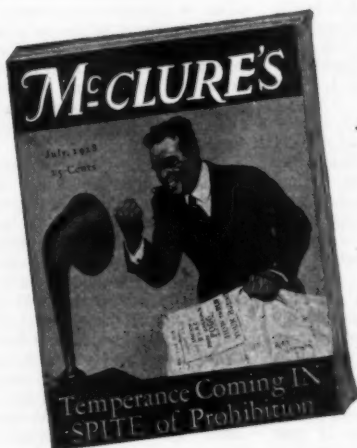
* * *

And that's that. The purpose of this article is not to claim that every sales manager who tries to help his men by giving them advance information about prospects is all wrong. I am contending that just because a policy has become more or less universal—or because a lot of other brilliant or successful men are doing so and so—is not any semblance of reason for us to stop thinking, and let the blind lead the dumb.

I have taken this example of scaring the salesman out of his order before he goes after it, merely as an instance where we may find that all is not gold that glitters.

If a salesman goes out expecting

HERE'S THE L



The New McClure's has moved to its new home. Under the ownership and guidance of James R. Quirk, its editorial pages will take on a punch, an emphasis, a wealth of human interest that is already indicated by the new cover illustration. Mr. Quirk is making no promises. He suggests that you watch its development closely.

Boston Office
5 Winthrop Square

EASTERN OFFICE
221 West 57th
New York
Telephone Circle

Won't you please make a record of the new

E LATEST NEWS!

Smart Set, also published by Mr. Quirk, will continue to be edited for the younger buying element. They are the ones who are responsible for the record-breaking sales advertisers have made through the pages of Smart Set. In maintaining this youthful appeal, Smart Set will continue to produce sales at the lowest cost for increasing numbers of advertisers.



OFFICE
57th Street
New York
Circle 2851

Chicago Office
360 N. Michigan Ave.

of the new address and 'phone number?

to fail, he is merely seeing a "ghost what ain't," and it may seem so very real that he believes it was the real thing. If he had had a wide-awake and alert sales manager, he might have been prevented from seeing this imaginary ghost. If you know, for example, that a prospect can't be seen by a salesman, you will be handicapped before you leave the office. But if you are any kind of a salesman and go to see a prospect, expecting to see him, and fail, it will test your mettle and make you enough determined to see him, to think out a way to do it. But if before you go you knew he wouldn't see you, and you went anyway, just to prove to yourself that he wouldn't see you, you haven't done a thing worth mentioning.

If you are a sales manager, and you know that a prospect is a great kidder and merely stalls the salesman along, you may tell the salesman that with such a prospect "one order in the hand is worth two in the bush," but even then it is open to question whether the salesman should be told that the prospect cannot be sold. Such information certainly would be a "ghost what ain't," or which probably ain't, and it won't do a real salesman any good to believe he sees it.

But the policy of giving salesmen too much information in advance is as apt to be as bad a policy when the information is favorable as when it is unfavorable.

For example, when you turn over an inquiry to a salesman to be followed up, the salesman is apt to go in with the assumption that the prospect has decided to buy, and this attitude is apt to strike the prospect as premature and cause him to close up and lose the interest he already had.

If the salesman hadn't known the prospect was interested, his attitude would naturally have been one of trying to sell him, and that attitude would have been one of giving him the information he needed on which to make his decision—or would have enabled the prospect to ask for just the information he needed.

In following up sales leads, the salesman should never take the po-

sition that the customer has decided to buy. If he had decided to buy, he would have said so, or have sent his order by mail. At the very least, the salesman should take the attitude that there may be some information the prospect would like about the line, or proposition, or whatever it is he has inquired about.

So, even in the case of sales leads, it is easier to spoil prospects by telling the salesman too much than by telling him too little.

In conclusion, it is not my thought that any sales executive, reading this article, should quit thinking for himself and immediately decide not to give his salesmen any information in advance about prospects.

That is not the purpose of the article at all. The main idea is that a good many sales managers are giving their salesmen information about prospects which might best be held in the sales department records.

"Cold turkey" is not an "after Thanksgiving" luxury, but an everyday necessity in the diet of most salesmen, on most sales propositions. Make sure that every salesman has plenty of this kind of cold turkey, and if you want to help the salesman, do it before he calls, in the way of preliminary work, rather than preliminary "scares." If you need to post the salesman, let it be mostly in the form of special angles which may interest this particular prospect.

But, above all, take all the information you can get about other men's methods—then think for yourself.

A. L. Ferguson with "Sweet's Architectural Catalogue"

A. Lynewood Ferguson, formerly with the Structural Service Bureau, Philadelphia, over a period of eight years, has been added to the catalog copy consulting staff of "Sweet's Architectural Catalogue."

Refrigerator Account to Van Allen Agency

The Norge Corporation, Detroit. Norge electric refrigerators, has placed its advertising account with The Van Allen Company, Chicago advertising agency. Newspapers will be used.



Closter, N. J., May 3, 1928.

BOYS' LIFE,

2 Park Ave., New York, N. Y.

Gentlemen:—Since my son has been a member of the Boy Scouts I have become greatly interested in the Scout Movement, and take active part in the activities of his troop. From time to time I have been quite surprised at the amount of knowledge the present-day youngsters amass. Whenever I am in the market for a new product, such as watch, radio or automobile, my son makes valuable suggestions as to the type of article to be purchased.

I have never regretted following his advice.

Very truly yours,

LEFFERT G. CARROLL.

EVERY boy has a deep and lasting pride in the possession of a fine watch. What a thrill he gets when the correct time comes in over the radio and his watch is right to the second. This pride in personal ownership manifests itself in youth's selection of many products. They are judicial, eager, well-informed buyers with a surprisingly high purchasing power.

BOYS' LIFE offers you the Boy Scout Market. An organization which numbers among its members one out of every seven boys of scout age—625,413 boys. Your advertisement will secure access to this great group and will be read in the home where the boy is a vital part of the family circle.

BOYS' LIFE

Boston

New York

Chicago

Los Angeles

TEAMWORK —in market

*Team work in industry was the theme of a denomi-
great business convention just closed in Washington, D. C.,
ton, that of the United States Chamber of Commerce.
merce.*

Team work in business building is the common program

WHAT A. B. P. SUCCESSORS

THE growth and success of the A. B. P. improve
evidence of the value and virility of the every lin
cooperative principle in business and in "Every
dustry. and it po
ies for

Business papers themselves have not only im-
proved their own standards of practice and service A. B. P.
to the business world, but they are active in pro- Thus
moting every cooperative effort, every association focusing
activity, every broad-gauged, far-sighted plan for the vitaliz-

THE ASSOCIATE BUSINESS

52 Vanderbilt Avenue New York



"Every A. B. P. Paper an

WORK

development

denominator that binds together the members of the A. B. P. But greater than this is the team work that can bring advertisers, advertising agents, and business papers together in a great market development program for industry.

MEANS TO BUSINESS

improvement of business technic and practice in every line.

"Every A. B. P. paper is a leader in its field"—and it perfects both its service technic and its facilities for leadership in the constructive development of its own field through its membership in the A. B. P.

Thus the A. B. P. has literally become the focusing point of that cooperative movement which vitalizes modern business.

BUSINESS PAPERS, Inc.

New York City, N. Y.

an A. B. C. Paper"



It Shouldn't Take Seven Years to Sell a Prospect

When Many Calls Are Necessary It Usually Indicates That the Prospect Doesn't Need Your Product or That a Better Salesman Is Needed

By E. S. Barlow

Sales Manager, A. E. Nettleton Co.

THE question of how many calls a salesman should make on a prospect depends upon so many factors that it is impossible to make a standard which will fit even a majority of cases.

It should be obvious that there are some propositions sold which warrant very few calls. For instance, a salesman selling an item on which there is seldom or never a repeat sale obviously cannot spend more money in calling on the prospects than the commissions on the sale warrant. Such propositions must be sold on few calls. This is also true of such items as typewriters or other specialties where the repeat business is limited or repeat sales are far between.

If we are considering the placing of a line of merchandise with the dealer where there would be a constant repeat business, then it is another matter. But even here there are many factors to be considered in determining how long a salesman should call.

The first question that naturally comes to mind is: Does the line fit the particular dealer? For instance, suppose a salesman is selling hats to retail at \$3 and the dealer on whom he is calling re-

tails no hats below \$10. Since his dealer is obviously after the quality market, it is foolish for the salesman to continue calling. So we must assume that the dealer in question could profitably handle the line offered. Then it may be that the dealer refuses to buy

because the stock of merchandise he is now carrying does not make it possible for him to add an additional line just at this time. If this is the case, it is obvious the salesman should keep on calling until the time arrives when the dealer can profitably take on his line.

Suppose that the buyer takes a personal dislike to the salesman calling—that his personality just doesn't fit. If the account is large enough it might be wise to put another salesman on that account temporarily, or at least until the buyer can see that

the merchandise has sufficient merit to offset his antagonism toward the salesman. It would be a foolish waste of money for a salesman to continue calling under such circumstances if he obviously antagonizes the dealer more each time.

Again, assuming that the line offered is merely on a par with competitive lines, then it is a mat-

"I was told of one manufacturer, now among the largest in his industry, who did not win even a showing in the large stores of State Street, Chicago, until he had kept calling for seven years," said Charles G. Muller in his article, "Your Persistence Paralyzes All Resistance," in the May 10 issue.

Mr. Barlow believes that if the proposition is really suited to the prospect it shouldn't take seven years to make a sale. He says, however, that it is impossible to generalize—the number of calls depends on too many things. Instead of talking about how many calls to make, it would be better, he believes, for every company to analyze intelligently its own proposition and determine whether it is actually keyed up to fit the market for which it is striving.

ter of the personality of the salesman. The salesman may find it necessary to call many times under such circumstances before he can get the buyer to take on his line. As to whether he should call many times depends again upon the total amount of profit possible from the account or the importance of the account to his house. If the buyer buys wholly on the strength of the personality of the salesman and in spite of the fact that the line does not fit his store so well as some other, then it is obvious that such a connection cannot last long nor can it be profitable over a period of time.

In my opinion, a discussion such as this quite frequently indicates that analysis is placed on a wrong basis. If a sale is not made, the tendency is to blame the buyer entirely when in most cases the fault could be laid to the salesman or his proposition or the fitting of the proposition to the particular store. When many calls are necessary it is usually wise to analyze the salesman, his method of representation, the competitive situation or the value of the line to that particular dealer.

Assuming that our proposition is right for a particular dealer, then it is merely a problem of our getting that dealer to see the truth of our position. The dealer may not want our proposition when we first come into his store. But why should he want it? Does he know what our proposition will do for him? Shouldn't we as salesmen assume when we go into his store that he doesn't want it? As a matter of fact, the only reason for our being a salesman is because the dealer doesn't want what we have. If he wanted it he would write in for it and we would have a mail-order house. But he doesn't understand just what our proposition will do for him. (Again we must assume that what we are offering would be profitable and desirable from the dealer's standpoint—even more so than competitive lines.)

Has anyone ever sat down with the buyer and explained the merits of our goods—why they fit the

particular market he is striving for, the service we can give, etc.? If we are right in all these positions then it is only a question of making the dealer see we are right. It shouldn't take seven years to do this for in seven years we may not fit his needs so well as some competitor.

In my opinion it is this analyzing viewpoint which a salesman and sales manager must assume before it is possible to determine how many calls should be made on a prospect. During the next few years we will likely see more of a tendency to analyze each specific sales problem than we have ever done in the past, and it seems folly to generalize on so important a problem as the number of calls to be made on new prospective accounts.

J. P. Newman Heads McGraw-Hill Counselors' Staff

J. P. Newman, formerly assistant general manager of the central district of the McGraw-Hill Publishing Company, Inc., with headquarters at Cleveland, has been appointed manager of the marketing counselors' staff of the organization and has taken up his duties at New York.

Mr. Newman has been identified with the publishing business since 1905 when he joined the construction news division of *Engineering News*, which later became *Engineering News-Record*. Prior to 1926, when he was made assistant general manager of the Cleveland sales office, he represented the McGraw-Hill civil engineering and construction papers in that territory.

New Accounts for Koch Agency

The W. B. Conkey Company, Hammond, Ind., manufacturer of hard bound books and catalogs, and the Edmonds Shoe Company, Milwaukee, manufacturer of men's shoes, have placed their advertising accounts with The Koch Company, Inc., Milwaukee advertising agency. Trade papers and direct mail will be used by the Conkey company and newspapers by the Edmonds company.

Midwest Refining Company Appoints Stack-Goble Agency

The Midwest Refining Company, Denver, oil refiner, has appointed the Stack-Goble Advertising Agency, of Chicago, to direct its advertising account. Newspapers are being used.

COMMON INDUSTRIAL MARKETING

*Living for— not off an industry

More and more advertisers are measuring the potency of a business publication with the same yardstick that readers use. They want to know what *use* the reader has for a publication that carries the title of his business or industry.

In other words, does the reader *use* or just *receive* it?

What is happening in the advertising field is happening in our everyday economic and social life. We are (*more power to us!*) getting value-minded.

*With apologies to Mr. Walter A. Draper, President, The Cincinnati Street Railway Co., who used this expression in appraising the McGraw-Hill publication that his industry subscribes for and uses.

McGRAW-HILL PUBLISHING

New York

Chicago

Cleveland

St. Louis Philadelphia

AND ADVERTISING PROBLEMS

No. 26 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

Naturally, the starting point for advertisers in measuring the potency of an industrial journal is to change places with their customers and read the publication regularly through the readers' glasses.

Further helpfulness in this respect will be found in our own institutional advertising which is taking industrial advertisers on an editorial tour of McGraw-Hill publications. It epitomizes what it is that makes the decision men of industry use these journals. Our advertising agent is studying McGraw-Hill editorial records and comparing publishing objectives with resultant industrial development.

By putting yourself in your customer's shoes and reading these publications as industrialists instead of advertising men, we feel that you will discover what others are discovering—

*a publishing service that lives
for your customers in industry.*

L PUBLICATIONS

Philadelphia

San Francisco

London

How the Walnut Growers Cracked a Hard Market Nut

Tough Problems Hampered the California Walnut's National Distribution
—Most of Them Have Been Solved, but One Big Problem Remains

By James H. Collins

I FIRST met Carlyle Thorpe a dozen years ago, when he had an office in a warehouse, far out on unornamental Traction Avenue. He was tall, and thin, and restless, and positive, and talked about the problems of the California walnut crop. Two of those problems occupied him then—the drawing up of a trade contract which would give wholesalers some buying confidence in a despised grocery specialty, and the disposal of the culls to prevent interference with the fine grades.

I found Thorpe just as thin, energetic and positive the other day, after twelve years, but now he has an office in a palace a few blocks from the banking center of Los Angeles, with a big desk, and a French telephone, and enough space in his office to handle the walnut crop of not so many years ago. When I reminded him of the 1915 cull problem, he laughed, and flipped across his desk a report showing that these nuts are now bringing higher prices to the grower than the finest grades of that other year. His contract of 1915 was so sound that it is still in force. The fine building in which I found him now is really a modern grading and cracking plant, equipped with apparatus designed for the solution of various marketing problems, and he talked about the conquering of these problems, one by one, and touched upon a big difficulty that he expects to face eventually—saturation. Sooner or later the walnut crop will outgrow consumer demand. More than once it has seemed as though the saturation point was just around the corner, but it has receded. Eventually it must come in more than one food article, and Thorpe outlined his plans for dealing with it.

Originally, Thorpe was a walnut grower and banker, at the country town of Santa Paula, in Ventura County.

Twenty years ago, the word "walnut" had the same pleasant associations in the grocery trade as the word "cancellation." It stood for price-cutting, glutted markets, spoilage, returned merchandise and red ink.

"Walnuts!" bristled the wholesaler. "California walnuts? You get the blinkety-blank out of here!"

The grocer made no money on walnuts, the grower made none, and to the consumer they were an exotic tidbit purchased only at Thanksgiving and Christmas.

HISTORY OF THE WALNUT ASSOCIATION

In California, from 1895, there had been a few scattered grower associations for marketing, but with no standards of grading or distribution. In 1909, a ranch manager at Limonera, C. C. Teague, put his name on a fine grade of walnuts and offered them to the wholesale trade with such service that his brand found favor with dealers and consumers. Teague's methods were made the foundation of the present California Walnut Growers Association, of which he is president, and Thorpe, after successfully marketing his own crop, and that of neighbors, on the same lines, joined Teague as general manager of the association, and still holds the job. The association is co-operative and non-profit. It markets 85 per cent of the walnuts grown in California, for about 4,400 grower members. The ability of Teague and Thorpe, plus the backing of an alert board of directors, chiefly growers, plus ad-



On Duty 8,760 Hours a Year

Every hour of the day or night; every day of the year; and for an unlimited number of years, DuraSheen porcelain enamel signs tell the public where they can buy your product.

Blazing suns and raging storms fail to fade their colors or dim their lustre. They require no upkeep.

All porcelain enamel signs are good, and DuraSheen signs are the standard of them all!

Let us give you a quotation.



The
BALTIMORE ENAMEL
and NOVELTY COMPANY

Makers of "DuraSheen" Lifetime Signs

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK



TEXTILE WORLD occupies a regular place on the industrial advertising schedule of more than 800 manufacturers. It is finding for these industrial advertisers a very definite and *responsive* market for practically all kinds of industrial equipment and supplies. Included in these

products are piping, boilers, belting, shafting, bearings, motors, electrical equipment, pumps, trucks, oil, tanks, paint, drinking fountains, roofing, etc.

Use *Textile World* *regularly*. The Second Industry of the land is no less deserving. We shall gladly interpret this vast market in terms of your own product.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

Member
Audit Bureau of
Circulations



Member
Associated Business
Papers, Inc.

7,500 LETTERS Each Month Asking Guidance



Every month, the Confidential Advice Department of The Financial World receives more than 7,500 letters from subscribers. A large proportion of these subscribers request advice about the securities they own. Others seek guidance in the selection of securities for investment while still others with from \$1,000 to \$300,000 available, desire the opinion of our specialists as to the most profitable employment of these funds.

These letters come from bankers, brokers, financiers, insurance company executives, trustees of estates; in fact from leaders in practically every industry as well as from other successful business and professional men and women.

Our files show that practically all who write for advice return repeatedly—evidence that they have profited. Which is one of the reasons why subscribers have such implicit faith in The Financial World, and why they are more responsive to advertising in it.

The aggregate purchasing power of The Financial World's net paid circulation of over 49,000 (a billion a year for securities alone) is far ahead of many times this number of mass circulation—a wealthy market well worth your consideration for commodities other than securities.

10 Points of Advantage

Quality Circulation with Huge Buying Power.

Profound Reader interest and Confidence.

★ 7,500 Requests for investment Guidance Every Month.

Comparatively High Price of \$10.00 per Year.

High Percentage (72.57%) of Subscription Renewals.

700% Gain in Subscriptions in Four Years.

20% More Coverage without Additional cost.

Proved Responsiveness to Advertising.

Consistent Renewal of Advertising Contracts.

Visibility of Every Advertisement.

The FINANCIAL WORLD

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher

53 PARK PLACE, NEW YORK, N. Y.

Established 1902

Member A. B. C.



VISIT OUR EXHIBIT
International Advertising Association
Convention & Exposition
DETROIT, JULY 8-12



vertising employed without stint to meet the marketing situation as it shapes up each year before harvest, have been effective in meeting every problem arising since the association was formed in 1912.

Here are some of the problems that were ahead when I talked with Thorpe twelve years ago:

1. California walnuts had almost no good-will in the grocery trade, because there had been almost no good faith in selling them.

2. The best grade walnuts suffered from the competition and damage to consumer appetite caused by culls.

3. The housewife bought walnuts only at holiday time, and whatever the dealer had left over on January 1 was his bad luck.

4. Fluctuations in the crop from one year to another created a consumer belief that walnuts were too expensive at times when they were really cheap food.

5. The walnut, being one of the tenderest of nuts, and spoiling with heat, became a hoodoo in summer, and even had there been a demand then, no way had been found of supplying it with dependable merchandise.

6. Advertising was one of the first resources brought to the solution of the industry's problems, but it worked to benefit foreign growers, because there was no way of identifying the California walnut for the consumer's benefit.

7. Even the best grades of walnuts cracked a trifle off-grade—that is, there was no way of being absolutely certain about what was inside the shell.

8. The best grades were none too sightly as to shell—the clean color of California walnuts sold today under the association's brand is something new, an improvement on nature, which often lacks marketing sense.

These problems have all been "licked," as they say, and we will deal with them one by one, in that order, and wind up with the grim specter of Saturation. California walnuts are now sold throughout the year. Summer sales are especially large. The product has been

graded and branded down to the individual nut. And despite a staggering and steady increase in the crop, ways have been found to persuade the public to eat up the nuts each year and clean the cupboard for next harvest. The yield doubles every four years, and enthusiastic land boomers are promising independence with a few acres of California land planted to walnuts. But the population of the country increases only 6 per cent in four years, so the irresistible projectile of increasing supply is headed for the immovable obstacle of the human stomach, which will only hold about so much, three times a day. Yet in one year with a record-breaking crop and a general business slump, when food products of all kinds were being dumped on the bargain counter, the management of this growers' marketing association moved the whole output at a profit. Saturation may or may not be "licked," but thus far it hasn't come around seeking battle.

Solution 1. In the beginning, the big need was making friends for the product which had only enemies. California walnuts had enemies because they were badly distributed, under sales contracts that aimed to benefit the seller at the expense of the buyer, and benefited neither.

What do you make of the following words, from an early contract? "Quality equal to the season's average from the district where grown at the time of shipment."

In actual trading it meant that walnuts were walnuts, regardless of whether there were meats in the shells, or the meats light or black, or the size—all that counted with the seller was weight or measure. The buyer got what he got.

The seller in this case was not the grower, but a Coast broker, in keen competition with other brokers for nuts from the growers, and orders from the grocers. Into a jobbing center capable of handling, say, one car of walnuts, might be shipped a half dozen, between October and December. The only sale to the public was during the holidays. As each car arrived,

it caused a slump in offering prices to retailers, and the lack of standards caused the dumping of so much poor stuff that returned merchandise came back from retailers either on a price or a quality alibi. Even at cut-throat prices the wholesaler could not move his whole stock of walnuts before New Year's Day, and after that nobody wanted walnuts, and they would not carry over until the following season.

A sweet mess all around, which was changed by an association contract, under which purchasers buy each season's supply under standard grades covering size of nuts, weights and color of meats, price per pound and so forth. Instead of buying the bag sight unseen, everything in the bag is agreed upon, and arbitration provided for discrepancies.

Solution 2. When the good nuts were graded into "light" and "amber" meats, and sold on contract understanding that any given grade should crack from 90 to 70 per cent a specified grade, that left a lot of culls. More culls than Los Angeles could eat, and that town is an enormous consumer of stuff too poor to ship to the big Eastern markets.

That has all been changed. Today, the cull is a choice product, indispensable in the filling out of the market year. For in summer, walnuts in the shell are mostly out of season, because heat discolors their meats unless they are kept in cold storage. At that time the canned meats are in brisk demand, and at all seasons these cracked and shelled nuts are sold for export, and sell all year around in tropical countries. The culls are cracked, their meats graded as to color, and they go into tins from which air is exhausted, so that they will keep several years.

HOW THE NUTS ARE GRADED

The story is told in a sentence, but the actual development took years of experiment. When walnuts come in from the grove, they are screened to remove litter, and then pass through a suction machine which lifts the light nuts, or "blanks," some of which con-

tain good half kernels. Then the sound nuts are bleached to the light color that makes them attractive, an effect formerly secured by sand blast, but now by a bleaching compound, and still subject to improvement. Then they are run through cylinders that grade into five sizes, and pass on moving belts before girls, who sort out defectives like stains, imperfectly bleached, and so on. During this hand grading, a careful check is kept on meat quality by sampling and cracking. The culls of every kind are cracked by machines, the kernels are hand graded into halves and pieces, according to color, all foreign matter is drawn out by suction machines, the meats are burnished by revolving brushes, and then they are "canned."

Even the shells from the cracking machines are passed through a machine that salvages fragments of meat. To the eye, the shells are empty, but the machine saves a couple of hundred dollars' worth of "pieces" daily when this grading and cracking plant is running full force, with 700 girls. Even the shells are utilized, for it was found that walnut shell charcoal is an excellent poultry conditioner—formerly it was a problem to find dumping places for them.

Solution 3. The idea that walnuts could be sold only at holiday time was a grand trade and public illusion. It had no more basis of fact than Santa Claus, but was as persistently revered. Lucky indeed was the grocer, wholesale or retail, who got into the new year without a hang-over of walnuts. This was the sore spot, the wound to pocketbooks that made distributors hate walnuts, the one fact about them that everybody in the trade thought of first.

Therefore, it was made the place of beginning for widening the walnut season. Advertising was centered on walnuts right after the holidays, and dealers displayed them instead of dumping them on a bargain counter. Walnuts are excellent Lenten food, and also fit into the Jewish holidays that come in March and



Quality and Quantity

- (1) We have reason to believe that we are more particular than any other dry goods publication in the selection of the stores from which we solicit subscriptions.
- (2) Our subscription price per copy is higher than that of any other dry goods paper.
- yet (3) We have on our paid subscription list more individual department, general and dry goods stores than any other dry goods publication.

DRY GOODS Merchants Trade JOURNAL

Member of A. B. C.

181 Madison Avenue
New York
Ashland 7320

DES MOINES
IOWA

1800 Mallers Bldg.
Chicago
Central 4382

*This two-page advertisement
appeared in the May 5th issue
of the Saturday Evening Post*



*and it pays to
advertise in the Official
Publication of the A. A. A.*

Every *American Motorist* subscriber is an automobile owner—and a member of a local motor club affiliated with the American Automobile Association.

American Motorist offers unusual reader-interest, because it comes to the most enthusiastic group of motorists in America as the official publication of their clubs.

Circulation has increased 25,000 since January 1. And a powerful national advertising campaign is bringing further increases every month. Advertising rates are low—based on present circulation.

Don't overlook this important market. Statistics show that 44,000,000 motor tourists will spend the staggering sum of \$3,630,000,000 for travel and equipment during the next few months. Tell them the story of your product through the pages of *American Motorist*.

Member Audit Bureau of Circulations

AMERICAN MOTORIST

Official



Publication

PENNSYLVANIA AVE. AT 17th STREET, WASHINGTON, D. C.

April. Walnuts for Christmas? Then why not for Easter? Some of the big grocery chains feature them at Easter, and sell carloads. One Los Angeles chain of only nine stores sold 4,500 bags last year between February and October, a time at which, formerly, few grocers carried walnuts at all. That is 450,000 pounds of walnuts! With the tinned meats to carry on through the summer, and the bakers and confectioners using them in many ways, and the new crop coming in around October, walnuts are as staple as coffee so far as the supply in the grocery stores is concerned. But they are still a specialty in another sense, which brings us to another problem that is being solved with advertising.

Solution 4. The walnut crop varies in quantity from year to year. In 1925, there was a record-breaking crop. In 1926, Southern California had an open winter, the trees did not get their winter rest, so the crop was short. The 1927 crop broke all records—48,000 tons—all sold at a profit.

When the crop is short, nuts sell for 50 or 60 cents a pound, and the startled housewife protests "walnuts are too high." That sort of shock will last her all winter. It will last over into the following year, so that she still believes walnuts are too high when the new crop can be bought for 35 cents.

Here is where advertising comes in. At the right moment, housewives learn, through the printed word, that walnuts have been "Improved in quality, reduced in price." The association cannot advertise retail prices, because these differ in various parts of the country. But it can announce emphatically that walnuts are reasonable in price, economical food, and with dealer co-operation by display and so forth, the "too high" fallacy is killed, just as Santa Claus was slaughtered to make a market year.

Solution 5. How the culls were turned into a high-grade product has already been told. Did the public welcome these tinned meats as soon as they were obtainable?

It did not! Here was something entirely new. The contents of the can could not be displayed. Similar difficulties had been encountered with packages for walnuts in the shell. People hesitated to purchase because they could not see the nuts, and even when a transparent window was added to the package, it took time to create the same confidence gained on sight by big bleached walnuts in the large bag sold to the trade. There was little demand for canned meats until advertising persuaded housewives to try them, but today this product is used in countless ways, from halves for eating to pieces for home cooking and salads. Various size cans have been provided for different uses, as the little three-ounce tin for picnics, with its attached opener. A second grade known as "Emerald" is packed especially for cooking and salads.

Solution 6. Other countries raise "English" walnuts, which are really a product of Persia, originally, but took their familiar trade name because John Bull got to be fond of them. France had half as many again as California in 1926, a short crop year for the Pacific Coast. Roumania, Italy, Greece, Turkey, Czecho-Slovakia, Spain, Syria, China and Chile are producers and potential suppliers in competition with California in our home market, as well as abroad. The California advertising benefits these foreign producers by creating a larger demand for walnuts, but the branding of each individual shell nut has overcome that handicap, and so far no foreign country has succeeded in canning meats.

It took ten years to develop the branding machine. California walnuts in the shell are packed in branded bags, and this served the purpose of identification to the consumer when the grocer displayed them in the bag. But remnants and less-than-bag quantities were sold simply as "walnuts." Consumer packages of five, and two, and then one pound were tried, but had the shortcoming of higher cost as well as invisibility of product, and were

discontinued. Now the branding machine prints the trade-mark on each nut with rubber stamps, at a cost of five cents per 100 pounds. The machine that does it was developed in competition for a \$10,000 prize offered by the association, and has checked sales of imported nuts as substitutes for the California product. Formerly, under the stimulus of California's advertising, importations doubled, reaching 45,000,000 pounds in five years, not so very far short of the 1926 crop in California. Foreign walnuts were packed in imitation of the California nuts, and hurt in two distinct ways—by substitution, and by poor quality that checked consumer appetite. Now unbranded nuts sell for what they are, usually at lower prices.

Solution 7. When the "three-shell man" adopted walnut shells for his confidence game, he was doing just what distributors did before the advent of the association, with its grades and guarantees. How this problem was solved has been explained. But there was an astonishing result not foreseen. As soon as the trade and the public knew what was inside the walnut shell—discovered which shell concealed the pea, so to speak—there developed a strong demand for the highest grade of walnuts. If it were possible to produce a super-walnut, of extraordinary size, and brightness of meat, and whiteness of shell, it would sell to eager purchasers almost regardless of price. There is a "carriage trade" in walnuts that wants the best, and does not quibble about prices within reason. There is also a "baby carriage" trade that buys on price alone. By clearly defining what is in the shell, the association has separated these two kinds of demand, and is steadily building up consumption by direct appeal with the kind of merchandise that each wants.

Solution 8. California walnuts have been brightened up by bleaching the shells, and present a contrast with natural shells that has impressed everybody. Simply brightening the shells is not the whole story, however. The clean

shells on the best grades are a sign of better quality inside, which has been obtained by scientific horticulture. That is too long a story to tell here, but briefly, by the selection of certain varieties, and proper attention during the growing season, trees are made to yield higher percentages of large, shapely, full-meated nuts. More walnuts to the acre, and of better quality is a job for the field department that advises the grower, and helps him fight pests, thin the crop and so forth. But it is also a marketing job. Nature's idea of walnuts falls short of the window-trimmer's idea, therefore Nature must be persuaded to do better, and meet her competition.

If the population of the United States doubles in about thirty years, and the California walnut crop in four—how far off is saturation? Already, the country is eating about five pounds per family, and California has twice as many walnut trees in partial bearing, or still to reach bearing age, as in full bearing.

Saturation will be here when it is necessary to sell the product below cost of production. The blunt truth is, that the American stomach is too full, and we see the reaction in present-day ideals of thinness, and the cutting down of diets. The American public is plainly getting ready to slough off a few pounds. Sports, and clothes, and the desire for prolonged youth, and a lot of other tendencies in American life are all toward lighter eating, so that in advertising something that makes averduois, food producers are advertising something that the public doesn't want. Brain food is all right, and concentrated nourishment, and handy food articles that can be eaten on the run, and nifty packages which pinch hit for a regular meal, and dainty food, and easily served food. But "Eat more"—well, it just isn't being done!

In 1920, the year of the great business depression, California had a bumper crop of walnuts growing, the largest harvested up to that time. The management saw trouble looming up in marketing. Cancel-

(Listen!)

When you go to lunch today--



make a memo on your menu

Look around you at lunch today . . . at one of the country's big industries . . . a business that is good all the time . . . a quality market . . . a tremendous consumer market—the restaurant and hotel market.

Then make a memo on your menu.

We can give you facts that may be new to you . . . figures that may startle you . . . and a complete sales plan that may pleasantly surprise you.

Our confidence in the markets we serve and in our ability to serve you, is based on this record:

The June issue of **RESTAURANT MANAGEMENT**, the business magazine of the industry, has an advertising increase of 79% over June 1927. (The first six months are 34% ahead of the same period last year.)

The June issue of **INSTITUTIONAL MERCHANDISING**, the magazine for jobbers' salesmen who specialize on hotel, restaurant, and related business, will carry its largest advertising volume.

And for 43 consecutive months **HOTEL MANAGEMENT** has carried more advertising than the corresponding issue of the preceding year!

That memo on your menu will obligate us—not you

AHRENS PUBLISHING COMPANY, INC.

Member of ABP, ABC, NPA

NEW YORK
40 E. 49th St.

CHICAGO
222 W. Adams St.



lations were the order of the day, and the country was full of distress food. The producer and distributor found themselves in competition with the banker, who was liquidating merchandise acquired in bankruptcies and as securities on loans. Ordinary market machinery was dislocated. Clearly, something out of the ordinary must be done.

Special advertising was planned, and the appropriation increased. Ordinarily, about 2 per cent of the association's gross sales are spent for advertising, but in an emergency like this the directors do not hesitate to double the outlay, and in every case where this has been done, extra advertising expenditure has been a very moderate percentage of the money saved by avoiding losses through holdover product, or price-cutting in the trade.

"Here's a food that's cheaper!" was the advertising message that year. Long before the walnut crop was ready for market the public had got the idea of cheaper food. With widespread unemployment, and factories working part time, people had to study economy.

"Were walnuts really cheaper then?" I asked Thorpe.

"The public took the whole crop, and prices were advanced three times while it was moving," he replied. "Walnuts were an economical food, however. We modified our marketing methods, for we are never afraid here to change our ways when necessary to meet new conditions. In our distribution, and with most co-operative marketing associations on the Pacific Coast, it is customary to ship against drafts, to meet actual buying contracts. Many marketing associations made the error of clinging to that method in a year when finances and distribution were disorganized. We shipped on consignment as well as on contract. We bent every effort to get walnuts where the public could buy them easily. The distributor found that walnuts could be secured without banking difficulties peculiar to the situation, where other goods could not, and naturally he took walnuts, and

pushed them. We cherished the smallest orders, and there was one case where a great wholesale concern in a major city, and used to operating on the carload basis, ordered walnuts from our branch warehouse five times in one day, no order larger than five bags, and one order for a single bag.

"What happened? Why, the public had money to spend, in spite of its poverty complex. We sold over 60 per cent of the crop at opening prices, as compared with 90 to 95 per cent in a normal year, and then worked to move the rest by every adjustment to the situation."

"If saturation comes—what will you do then?" I asked.

"What all industries should do—decrease production. In manufacturing and in agriculture, many of our industries have excess production capacity. The logical remedy is to make an adjustment of supply to demand, instead of trying to force a surplus on a glutted market. By adjustment I do not mean reducing supply below demand, to raise prices artificially because that simply leads to decreased consumption, and enforced reduction of output, and is paid for later by everybody concerned. No, adjust the supply to what the public can absorb, at prices fair to all, yielding profit sufficient to maintain the industry on a stable basis.

"A very slight elimination of acreage to restore the market balance would bring the industry to a stable basis, and then we would have population working with us. For it takes ten to fifteen years, at least, to get real production from walnuts, and in that time population would increase 30 to 40 per cent.

"From past experience, and judging by the support we have received from growers in all previous commercial developments, we have reason to believe that they would back us in this. Adjustment of output is practically the only successful remedy for over-production. It works only where there is co-operation, either among farmers or among manufacturers. We have the co-operation."

How Well Does Your Advertising Expenditure Cover This Market?

Forty-nine per cent of the population of the United States is located in towns and communities of 2,500 population and under. The following chart shows the women's publications that offer the most intensive coverage in this field.

92.13%



FARMER'S WIFE

75.54%



MODERN HOMEMAKING

71.07%



COMFORT

67.51%



HOUSEHOLD MAGAZINE

64.68%



PEOPLE'S POP. MONTHLY

64.0%



PATHFINDER

60.02%



NEEDLECRAFT

50.41%



PEOPLE'S HOME JOURNAL

49.80%



GENTLEWOMAN

47.70%



WOMEN'S WORLD

45.97%



MOTHER'S HOME LIFE

31.97%



McCALL'S

MODERN HOMEMAKING with over 775,000 subscribers at \$3.25 per line offers you the lowest rate of any A.B.C. woman's paper. Over 76% of our circulation is located in the small-towns and rural communities.

MODERN HOMEMAKING

"The Magazine for the Village and Farm Market"

CIRCULATION July Issue—775,000—at \$3.25 a line

W. H. McCURDY, Western Mgr.
30 No. Dearborn St.
Chicago, Illinois

WM. F. HARING, Adv. Mgr.
270 Madison Ave.
New York City

COMBINED

(Chicago and New York Offices)

The Gardner Advertising Company is pleased to announce the consolidation of its Chicago and New York Offices into one organization which will occupy the south wing of the twenty-second floor of the Pershing Square Building, New York City.

Mr. Howard L. Spohn, Vice-President in charge of the Chicago Office, will be in charge of the combined offices.

The Chicago Office staff will be moved to New York and the work of all clients will be carried on without interruption.

Now

GARDNER

NEW YORK OFFICE

(Pershing Square Bldg.)

Serving:

TIMKEN ROLLER BEARING COMPANY
MOTOR WHEEL CORPORATION
AMERICAN CAR AND FOUNDRY MOTORS
CARTER CARBURETOR COMPANY
HERCULES MOTORS CORPORATION
CERTAIN-TEED PRODUCTS CORPORATION
SAVAGE ARMS CORPORATION
HOOKLESS FASTENER COMPANY
MCGRAW-HILL PUBLISHING COMPANY
F. A. FOSTER & COMPANY
KATHLEEN MARY QUINLAN
MORGAN INDUSTRIES, INC.
NATIONAL ASSOCIATION OF ICE CREAM
MANUFACTURERS
U. S. FISCAL CORPORATION

for greater service

This consolidation is made in the interest of greater efficiency in operation. All Chicago Office clients can be served conveniently from New York and the larger staff and greater facilities afforded by combining the two organizations will permit the giving of greater service to all clients.

This move gives the Gardner Company two equally strong offices, each a completely organized operating unit providing every service of a modern advertising agency and serving a fine list of well-known clients.

ADVERTISING Co.

ST. LOUIS OFFICE

(1627 Locust St.)

Serving:

RALSTON PURINA COMPANY
PET MILK COMPANY
EVAPORATED MILK ASSOCIATION
COOPER WELLS & COMPANY
CUPPLES COMPANY
FRISCO LINES
SEGO MILK PRODUCTS COMPANY
TWINPLEX SALES COMPANY
WINCHESTER SIMMONS COMPANY
ILLINOIS GLASS COMPANY
GRANITE CITY STEEL COMPANY
FREMONT CANNING COMPANY
EMERSON ELECTRIC MANUFACTURING COMPANY
AMERICAN PHOTO ENGRAVERS' ASSOCIATION
CARPENTER ICE CREAM COMPANY

FIRST In Youngstown! *The Vindicator*

FIRST in City Circulation

FIRST in Total Circulation

FIRST in Quality Circulation—Wherever the People of This District Have Most Money to Satisfy Their Wants, There The VINDICATOR Leads;

FIRST in Advertising—No Other Youngstown Paper Has Ever Compared With The VINDICATOR in Volume of Advertising Carried In Any One Year.

In This Rich Manufacturing District, the Average Income of Whose Citizens Is 135 Per Cent Higher Than the Average for the Country as a Whole. Advertisers Obtain Unusual Value from The YOUNGSTOWN VINDICATOR.

The Vindicator

DAILY AND SUNDAY
Youngstown, Ohio

KELLY-SMITH COMPANY

Representatives

New York

Boston

Chicago

Atlanta

Philadelphia

What Sort of English Shall We Use in Our Copy?

One Way to Avoid Splitting the Hairs of Syntax in the Interest of Advertising Technique Is to Use No Copy at All

By C. L. Marcus

President, The Lionel Trading Company

WHEN I read the leading article in last week's PRINTERS' INK by S. K. Wilson, which discussed in detail the ticklish subject of whether or not to insist upon impeccable English in advertisements, I was glad that our experience was all behind us and that we had solved the question to our own satisfaction.

The English language has so many words, there are so many adjectives which can be used by almost anybody, the dictionary is so free to anyone who wishes to look in its pages, that the whole copy question has assumed serious proportions for the American advertiser. He wonders whether he should use small, short Anglo-Saxon words of one syllable, or whether, in an attempt to create a certain atmosphere about his products, he should use long, dressy, unusual words which make the reader think he knows all there is to know about syntax, English and the rules of style in writing.

To the average advertiser who knows that his main problem is neither to entertain nor to hand the occasional readers of his advertisements beautiful thoughts and beautiful sounding phrases, the whole question of copy is something which causes him many an anxious moment. Shall he use

reason-why copy, or shall he try to use words which jump out at the reader from the printed page full of action and suggestion? Shall his copy consist of a few short words—read like Gold Medal



THE COPY IN THIS CAMPAIGN HAS BEEN CUT TO THE BONE—IN FACT IT WOULD BE CORRECT TO SAY THAT NO COPY AT ALL IS USED

flour advertising used to read a year ago, or shall it read as Gold Medal copy does today when Betty Crocker writes several hundred? Shall his copy be as full of interesting sales points as an American Stove Company double spread or a Royal Baking Powder color page, or shall he try to emulate Ned Jordan in his combina-

tion of brevity, wit and unusual words?

I offer no answers to these questions nor to Mr. Wilson's interesting lesson in English which he gave readers of *PRINTERS' INK* last week. I only know that we had a difficult problem in advertising and that by making a certain change in our copy we have increased our sales and the attention value of our advertising.

We sell and advertise perfume. Perfume is not an easy product to advertise. The manufacturer or importer selling perfume is selling, not a product, but an atmosphere, a part of the ensemble of the beautiful lady who uses it. He is advertising, not a piece of merchandise which is handed out across a counter, but an emotion, a subtle part of the personality of the user.

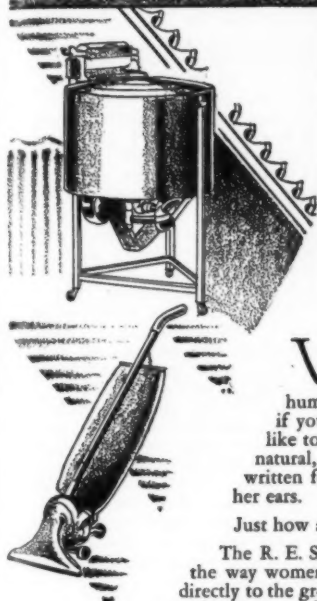
Once there was a time when we used to sit down and consider carefully just what fine adjectives, nouns, adverbs and verbs we should use to make people interested in what we had to offer them. As we looked around in our field we saw that there were many different methods among which to choose. We worked in our own way and we watched what our competitors were doing. We also realized that the average woman did not have a lot of time to read, even with all the new household appliances and labor-saving devices which are offered by manufacturers in many lines.

As we sat down at our conference table and wrestled with the adjectives in the dictionary, we realized that every one of them was open and handy to the grasp of every other advertiser both in our line and every other line. If we decided that the words "irresistible," "entrancing," "unusual," and "delicate" sounded good to us, we realized that the same adjectives could also be applied by the maker of a perfume who sold only to the five and ten-cent chains. If we decided to write that our perfume could be found at the Paris race courses, we realized that so could umbrellas be found there. For a long time we did our best with

what adjectives came to our hands. Then we watched several other people in our line and other lines who, in our opinion, underestimated the intelligence of their readers and tried to surround themselves with a French atmosphere by using a lot of French words. Something like this: "When Madame gets ready to *sortir* in the *rue* in her *chic* dress, she adds finally a *goutte* of our perfume to *finir* the *grande ensemble* of her *toilette*." That may be a horrible example—it is written from memory—but I am sure the readers of *PRINTERS' INK* will know what I mean. I do not think that these hybrid sentences resulted in carrying over this atmosphere, but they were used considerably at one time. Other people in our line brought out the fact that different personalities and people of affairs required a different sort of perfume. A woman was told that she needed one sort of perfume if she were sitting at a table overlooking the bay at Biarritz and another if she were sitting watching the finish of an exciting race in the grandstand at Longchamps.

The only trouble with all this sort of copy—and at one time we fell for it ourselves—was that if the reader could change the name at the bottom of the page, the adjectives and the idea could be applied to any sort of perfume or product selling at any price through any retail sales outlets. The whole thing was entirely interchangeable. It also seemed to us that in trying to put over the foreign idea, many advertisers lost sight of one point. What readers were looking for, if they were looking for anything, was the creative genius of the product itself—its quality, its atmosphere. The reader was looking for something which would apply to her own delicate, feminine person rather than to a horse or a dining-room table.

Further study on the subject convinced us that it was not the words, but the effect on the reader which created sales for our product. Since some people in different lines appealing to the



DID YOU MAKE THESE?

VACUUM SWEEPERS, and washing machines, and refrigerators; everything that goes into the home has a real, human story. You know the tale yourself, if you make these things. Women would like to hear it—if you tell it to them in a natural, understanding manner, in words written for a woman's eyes, or spoken for her ears.

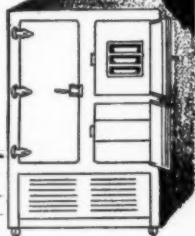
Just how are you telling her your story?

The R. E. Sandmeyer agency can tell it the way women want to hear it—tell it directly to the greatest market in the world—the women of America. This firm has spent fifteen good, successful years in merchandising products for the home market.

If your sales success depends on reaching this home market, the R. E. Sandmeyer agency will show you things you may have been overlooking—ideas that mean sales.

A conference with our staff will convince you that a comprehensive selling plan that includes your salesmen, your dealers, your consumers—one that shows your salesmen and your dealers how to sell your consumers, brings results. R. E. Sandmeyer plans are built this way. Let us show one to you.

They call us specialists, in everything that goes into the modern home. If your products fall in this category, we can help you sell them.



NEWSPAPERS

MAGAZINES

TRADE PAPERS

R. E. SANDMEYER & CO

153 N. MICHIGAN AVE.
CHICAGO, ILLINOIS

ADVERTISING

MERCHANDISING
SALES ANALYSIS

smart, modern woman were using hybrid sentences, we decided that we would go one better. So for a while we used nothing but entirely French copy. We tried to pick words which the person who was not entirely familiar with French, would nevertheless understand because of their close resemblance to the English words which they replaced. We used this type of copy for some time and it did a certain thing for us. It did surround our product with the foreign atmosphere. Sales increased slightly and we heard of good results both from our dealers and from our salesmen. We had made the first step. We had created atmosphere. Then came the thought, if we can do this without English copy perhaps we can do more with no copy at all.

We wanted something to convey our ideas to the public and still be identified with us exclusively. We felt that a mask was the most subtle symbol which we could use to express the thought we had in mind, namely; that the prospect would discover within herself a hidden personality if she went to her retailer and asked him to furnish her with the perfume which we were advertising. We felt that no perfume could be sold by a logical argument but that an appeal to the emotions of vanity, beauty and the desire to attract other people would be effective.

Considering this question still more carefully, we decided that the English language, whether the type of English language described by Mr. Wilson or shorter, better known words, fitted every perfume too well. We, therefore, decided to solve the whole question of what kind of copy we should use by using no copy at all. We ran the mask which we hoped would carry over to the reader of the magazine the general impression of quality and atmosphere which we wanted to create, and then ran, in connection with this illustration, merely our name, the address of the French company, and the fact that we were perfumers to the modern woman. We have a line of perfumes, and

we decided to display all of them on the page in connection with our attention-getting mask because we realized that each perfume had its particular appeal to a different type of customer. If it was hard to pick out the words which would be ours alone and not open to every other maker of any product, the answer, so far as we saw it, was, "Why say anything at all?"

Since we have been using this new type of advertising, we have noticed a change in response which makes us feel we are on the right track. Not only has our new copy been observed by every one of our big buyers and been remarked upon by them, but the public, or at least that part of it with which we come in contact, has also remarked favorably upon our change. Our salesmen report that their customers like the copy. In addition to these intangible evidences, we have the tangible results that our sales outlets have increased greatly in number, and also that our sales have increased tremendously.

Getting away from all adjectives has had another effect. Our advertising in America has secured for us leading retailers in all parts of the world. Copy which appeals to the emotions by a picture rather than through a number of words grouped together, lends itself to use in any country.

We solved the copy question, then, by cutting out copy almost entirely. We no longer have to worry whether the adjective "exquisite" is as strong an adjective as "entrancing." We no longer have to gnash our teeth in rage when we see all our pet adjectives being appropriated by some other advertiser who makes no pretense of being in our price class. We don't have to search for new words, new sentences or new methods of syntax to make the story about our goods more exciting. No copy at all has proved far more effective for us than a whole lot of tricky adjectives. Perhaps there is a thought in our experience for advertisers of other products which are also sold to discriminating buyers.

SOMETHING to CROW ABOUT

**LONG BEACH IS ONE OF THE BRIGHTEST SPOTS
ON THE PACIFIC COAST**

FOR ten consecutive months the LOCAL DISPLAY lineage of the PRESS-TELEGRAM has exceeded the volume carried during the corresponding month of the previous year. Few, if any, newspapers of similar size or larger in the country, can boast of such a record. But the significance of this achievement is not the volume of business carried or the percentage of gain, but the fact that it reflects the sound, healthy condition of LOCAL BUSINESS in CALIFORNIA'S FOURTH LARGEST CITY.

The figures below, showing the gain in Local Display lineage each month since last July, tell their own story. Both in March and April all previous records in the history of the paper for the same months were shattered.

July —Gain of 7% over same month in 1926
 Aug. —Gain of 1% over same month in 1926
 Sept. —Gain of 3% over same month in 1926
 Oct. —Gain of 2% over same month in 1926
 Nov. —Gain of 3% over same month in 1926
 Dec. —Gain of 11% over same month in 1926
 Jan. —Gain of 26% over same month in 1927
 Feb. —Gain of 17% over same month in 1927
 Mar. —Gain of 18% over same month in 1927
 Apr. —Gain of 14% over same month in 1927

A CITY OF VISION

WITH FAITH IN THE FUTURE AND FAITH IN ITSELF

BY AN overwhelming majority of ten to one and seven to one, respectively, two bond issues totalling \$5,563,000, were indorsed by the voters of Long Beach at the polls on May 1st.

The sum of \$2,800,000 was authorized for a new civic auditorium, to be located in the heart of a beautiful eight-acre marine park on the beach front and encircled by a 3800-foot protective pleasure pier.

The other bond issue for \$2,700,000 provided for the completion of the Long Beach Harbor, including the construction of a new municipal dock in the inner harbor and adequate dockage and terminal facilities in the outer harbor.

Work on both projects will be started almost immediately and when completed within the next two years, these two big civic improvements will make Long Beach one of the outstanding commercial and industrial cities of the West and a mecca for tourists from all over the World.

Press-Telegram

LONG BEACH, CALIFORNIA

Eastern Representatives
**WILLIAMS, LAWRENCE &
 CHESMER CO.**

225 Madison Ave., New York City
 360 N. Michigan Ave., Chicago, Ill.

Pacific Coast Representatives
M. C. MOGENSEN & CO., INC.
 564 Market Street, San Francisco
 Title Insurance Bldg., Los Angeles
 Lloyd Bldg., Seattle, Wash.
 446 Morrison Ave., Portland, Ore.

Member of 100,000 Group American Cities

Effective Coverage of N

94.2%

of leading

Newspaper Appropriations

353 national advertisers spent \$122,000,000 in newspapers during 1927, according to the Bureau of Advertising of the A.N.P.A.

Of this total \$114,924,000 or 94.2% was bought by 303 national advertisers who are subscribers of record to the *Printers' Ink* Publications.

Printers' InkP

WEEKLY

Total net paid circulation now 23,142, a new high water mark.

of National Advertisers

99.05%

of leading

Magazine Appropriations

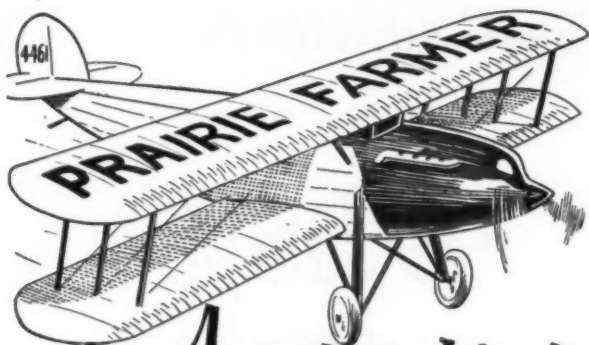
150 of the largest magazine advertisers spent \$95,246,968 in ninety-two magazines during 1927 as compiled by the Denney Publishing Co.

99.05% of this total or \$94,347,436 was bought by 147 leading magazine advertisers subscribing to the *Printers' Ink* Publications.

nk Publications

MONTHLY

Monthly net-paid circulation now 18,610, the largest in its history.



Another kind of **COVERAGE**

COVERAGE for the advertiser is necessary—but coverage for the farmer is vital. *Prairie Farmer*, on the air last year—is in the air this year. Its new airplane, added to a big fleet of automobiles, makes possible a type of news gathering and subscriber service unmatched by any agricultural paper in the world. Always leading, *Prairie Farmer* is first in—and first over—its territory.

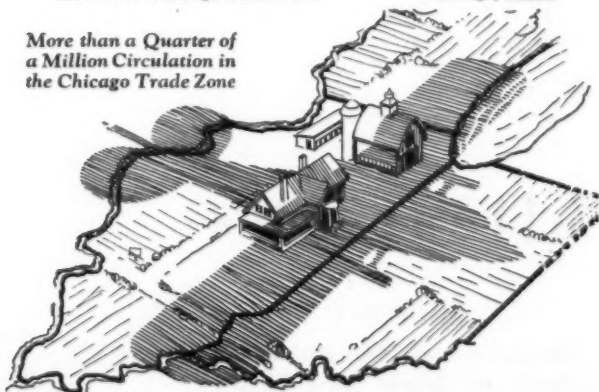
 **PRAIRIE FARMER**—Chicago

BURRIDGE D. BUTLER, Publisher

1230 West Washington Boulevard

Chicago, Illinois

More than a Quarter of
a Million Circulation in
the Chicago Trade Zone



Why Not Make the First Hundred Years the Easiest?

Manufacturers Cannot Do It, Even If They Are Advertisers, Unless They Respect the Feelings and the Rights of Those to Whom They Sell

By a Century-Old Retailer

FOR 109 years my family has been doing business with both consumers and manufacturers at the same stand. We have prospered as retailers, by selling quality merchandise and service to our customers.

As one who has watched the dealings of manufacturers with retailers over a long period of time, let me tell a few recent experiences to show how some companies today are setting out to make their first hundred years far harder than should be. But first let me describe the background of my own business, to prove my ability to talk on the subject.

If I were asked to put into one sentence the basic reason for the success of our retail store—it is stores today—I should say that we have prospered because of a reputation for handling the best quality merchandise at a reasonable price. Such a reputation, whether in retailing or manufacturing, cannot be built up in a day, a week, a month or a year. But, once you have established it, no one can take from you the loyalty of your customers. Quality buyers, whether consumers or retailers, have good memories.

Some of our customers think that certain packaged goods—such as safety razor blades—are better if bought from us than if purchased elsewhere. One old customer in a small Mid-Western town wrote us some time ago: "Have had fine service from the razor you sold me. Please send me a dozen of your best collars." We don't carry such things, but we asked him for the style and size, bought the collars at a haberdasher's and mailed them to our friendly customer.

One man wrote for another pair of scissors like the pair we sold him "a few years ago." It did

not occur to him that we do business with thousands of people a year.

For years we have supplied razors to a barber in Indiana. Some time ago he wrote us for a dozen leeches—to remove discoloration from black eyes. We bought a dozen nearby and mailed them as a matter of courtesy, telling him he could get leeches from his neighborhood druggist. He answered that he had tried both local druggists but that our leeches were the best—"please send me another dozen."

We have permanent mail-order connections with customers in thirty-seven different countries throughout the world. Many children and grandchildren of old customers, living in other cities, deal with us. Today we have about 275 repeat customers in Chicago, about 250 in Boston and hundreds of others scattered throughout the country.

We always try to buy nationally advertised merchandise and to confine our relations to manufacturers who sincerely try to give us value, service and trade protection at all times. We know from long observation that friendship such as ours, multiplied many times, makes for any manufacturer a smooth and profitable journey.

But how hard for themselves some manufacturers make that first century! One recently began to turn out a very fine product to retail at \$40. It was a quality piece of silverware, best sold in quality stores. No one asked him for an exclusive agency, for it seemed as if he must realize that sales would grow best if price were kept up and the product pushed on a high-grade basis. But soon this manufacturer began to take on small stores of no particular standing. Some one of them

cut to \$32.50. Someone else dropped the price to \$29.50. We were forced, to protect ourselves, to mark the article \$30.

Meanwhile we told the manufacturer that in our neighborhood were three or four other quality stores willing to maintain the original price and willing to guarantee him really big orders which would continue over a long period. But, we said, this could not happen if he continued to allow anybody and everybody to handle the line.

His answer was to peddle the article to grocery stores and drug chains. Then his salesman came in with the manufacturer one fine day, and the president promptly hit the ceiling because we "did not have his product *exclusively* in our window."

The next ninety-nine years are going to be awfully tough for that manufacturer.

Compare this with the co-operation afforded by the Sheaffer Pen Company. It sends a man three times a week, rain or shine, to collect pens to be repaired and returns them free of charge like clockwork. Is it any wonder we find ourselves getting behind such a product and selling more of it than any other similar one?

Dunhill came on the market with a cigarette lighter, maintained a good price and stayed in the market. Many other companies followed, but a hundred years will not see all of them still on the list. One lighter, for instance, found its way to distributors whose salesmen came to us each with different prices—and all lower than the price we were getting from the manufacturer. The manufacturer finally said he would meet the prices. But eventually the prices were all shot again. Imagine the chances of a good sound business for a man whose distributors undersell him!

The maker of certain hot-and-cold bottles wanted to do business with us. We took on the line under several definite assurances. One was that breakage—which in such products as these is often high—would be quickly and promptly adjusted. We also were

told that for a certain line of high-priced items we would be at liberty to send customers to the factory to make selection.

When it came to a showdown on broken goods, we were told to take a long jump into any convenient lake in the vicinity. When we sent a customer to the factory and he bought some of the high-priced articles, the company actually repudiated the agreement—after the customer had returned to our store to say he had bought the goods we sent him to get.

At this critical point, Manning, Bowman & Company coming along and offering us a better line, we sidetracked the first manufacturer completely. The president himself later came to town and we explained why we wanted to do no business with him. He then offered discounts of 40, 10 and 5, with 2 per cent end-of-month, delivery by truck to our very door and first shipment to be consigned for window display! That happened in January of this year, and I don't know what the next hundred years will bring forth for this manufacturer.

Another manufacturer broke into the market with a very fine razor selling at a good figure. From the start we sold six or seven a day, liked the product and knew that our customers liked it. Then something went askew somewhere inside the concern. One article had a slight defect and we returned it. The service department argued in three separate letters before finally writing that the company was going to *give* us a new razor. A company like Gillette would have exchanged the razor promptly without a word, just as a matter of constructive policy. In the end, someone in the company got hold of the correspondence, and sent an apology.

Because of this experience, we were alert when a salesman for this concern came to us last September to say that orders for the Christmas season would be limited by factory production and that when the limit was reached it would be necessary to close the books. Therefore, it would be best for us to order in September

How to advertise and sell by mail — — —

The methods and plans of nearly a thousand successful firms are referred to in this new great manual of mail advertising and selling. This new book by S. Roland Hall is an encyclopedia of best mail-order and direct-by-mail methods.

*See it
for 10 days free!*

MAIL-ORDER AND DIRECT-MAIL SELLING

By S. Roland Hall

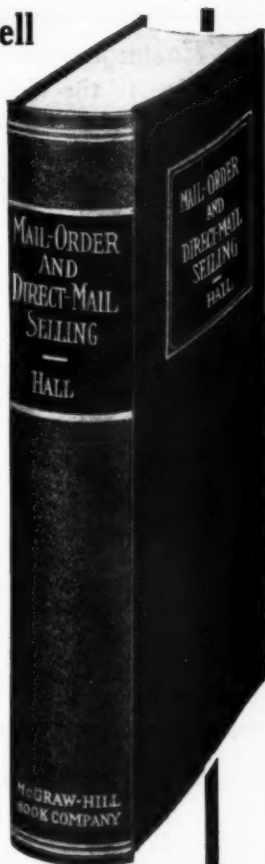
Advertising Counselor

494 pages, 5 x 7½, flexible, 151 illustrations,
\$5.00 net, postpaid

The book outlines numerous campaigns in full, showing you in many cases actual costs and results. It covers the problems of the large mail-order houses as well as the small seedman selling bulbs. It covers the great jewelry firm selling expensive clocks and diamonds by mail as well as the insurance, automobile, machinery and other companies using direct-mail.

It tells you what those who have been successful in using the mails to sell have found about—

- costs of marketing by mail;
- planning mail marketing;
- writing copy for letters, booklets, folders, and catalogs;
- designing effective letterheads and envelopes;
- follow-up systems;
- installment and approval plans;
- getting the most out of mailing lists;
- keying, checking, and testing; etc.; etc.; etc.



Examine the Book for 10 Days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOW!

McGRAW-HILL Free Examination Coupon

McGRAW-HILL BOOK CO., INC., 370 Seventh Ave., New York, N. Y.

You may send me for 10 days' free examination Hall's MAIL-ORDER AND DIRECT-MAIL SELLING, \$5 net postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

Name

Address

Position

Company P. I. 5-24-28

The *Eastman* organization brings to the task of market appraisal the most complete experience and facilities existing for that purpose, and a record of successful service to scores of well known industries. Our surveys are thorough, complete and unbiased, presenting clear cut facts and sound conclusions.

R. O. EASTMAN Incorporated

7016 Euclid Avenue . . . Cleveland
113 West 42nd Street . . . New York

Now! 8 Pages of

ROTOGRAVURE

Closing Date 8 Days
Prior to Publication

Central Illinois Favorite
"Roto" Section for 9th Year

PEORIA JOURNAL- TRANSCRIPT

Peoria, Ill.

CHAS. H. EDDY CO.
NAT'L. REPRESENTATIVES

NEW YORK CHICAGO BOSTON

for December 1 and 15 delivery. We were being told about this because the company wanted to protect old dealers.

So the salesman said. We were skeptical, however, thinking that the plan was merely one to build up present business so as to keep the plant moving. Apparently we were right, for whereas an order we placed in December got delivery within two days, our December 15 delivery order, placed early in September, reached us the day before Christmas. I suspect that the next century is not going to be so easy for this manufacturer unless he changes his selling methods so as to instill confidence in dealers. I know that in our stores sales of this product have dropped from six or seven to one or so a day.

Although those first hundred years no doubt are hard on the manufacturer whose sales policy is shortsighted, the company which binds its dealers closely to it on a consistent quality policy—good product, good price and good service—will find the first century to be a lot easier than common experience admits.

Foreign Trade Conference to Meet at Boston

The sixth annual Foreign Trade Conference will be held at Boston, on June 6, under the auspices of the New England Export Club of the Boston Chamber of Commerce.

Among those who will speak are: Arthur S. Hillyer, chief of the Commercial Intelligence Division, United States Bureau of Foreign and Domestic Commerce, whose subject will be, "Market Analysis and Research"; Ernst B. Filsinger, director of foreign sales, Royal Baking Powder Company, "Foreign Sales Channels"; J. W. Sanger, vice-president of the Foreign Advertising and Service Bureau, Inc., "Foreign Advertising," and Arthur Lee, export manager of Carter's Underwear, "Selling the Consumer Product in the Foreign Field." Vernon E. Parmenter, president of the Boston club, will preside at the conference.

Death of Thomas J. Heflin

Thomas J. Heflin, vice-president of the Birmingham, Ala., *News and Age-Herald*, died recently in Asheville, N. C. He was fifty-one years of age. Mr. Heflin was a brother-in-law of Victor Hanson, publisher of the *News and Age-Herald*.

Life Insurance Figures for April

New life insurance production during April was 0.5 per cent greater this year than during April, 1927. For the first four months of this year the increase amounted to 3.3 per cent. These figures are based on a report of the Association of Life Insurance Presidents made to the United States Department of Commerce.

For the month of April, the aggregate of all classes of insurance amounted to \$1,028,821,000, against \$1,024,162,000, for April, 1927. For the first four months of this year the total life insurance amounted to \$3,973,946,000, against \$3,845,348,000 during the same period of last year.

These figures are based on the reports of forty-four companies having 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

J. M. Cox Purchases Springfield, Ohio, "News"

James M. Cox, owner of the Springfield, Ohio, *News*, and the Cox group of newspapers, has purchased the Springfield *Sun* from Charles L. Knight, publisher of the Akron, Ohio, *Beacon-Journal*. The *Sun* will be continued as a morning paper and the *News* as an evening paper. The *Sunday News* and *Sun* will be consolidated as the Springfield *News-Sun*.

Death of Ernst Stein

Ernst Stein, president and treasurer of A. Stein & Company, manufacturers of Paris garters, died recently at Chicago. His brother Alfred Stein founded the business forty-one years ago, Ernst Stein entering it a short time later. For many years after A. Stein & Company became advertisers, about 30 years ago, Ernst Stein handled their advertising. In 1920 he was elected president and treasurer of the company.

Coffield Washer Appoints Indianapolis Agency

The advertising account of The Coffield Washer Company, Dayton, Ohio, Coffield electric washers and ironers, has been placed with The Homer McKee Company, Inc., Indianapolis advertising agency.

Philadelphia Office for Fisher- Wilson Agency

The Fisher-Wilson Advertising Agency, St. Louis, has opened an Eastern office at Philadelphia. The new office will be in charge of William Newbold Ely, Jr., and L. Levick Harrison.

The *Pacific Northwest*, Portland, Oreg., is a new monthly magazine published by the Pacific Northwest Publishing Company. Albert Rebel is business manager.

A Flammertone Photo-Print

in any
Color, Size, or
Quantity

Must be seen to be
appreciated.

No explanation can
acquaint you with
the beauty of these
Patented Photo-
Prints.

If you use the prod-
uct of the camera
for any purpose,
send for specimens
of this new color
photo.

RAINBOW
Photo-Reproductions, Inc.
136-146 West 52nd St.
NEW YORK CITY

Telephone — Circle 5523

Organized Advertising Enters Bid for New Prestige

National Commission Approves Plan Designed to Overcome Handicaps of International Advertising Association

ORGANIZED advertising, if it is to hold the respect of business and the general public and gain wider acceptance as a force of truly economic character, must control its own growth. It must abandon the idea of navigating by dead reckoning and adopt more modern instruments. As a first step, authority in administering the affairs of the International Advertising Association should be lodged in the hands of a board of directors.

These conclusions emanated from the recent meeting at Milwaukee of the National Commission of the International Advertising Association, which was the subject of a report in last week's issue. This meeting followed a conference in Detroit attended by association officials who feel that the time is ripe for drastic changes in the association's constitution.

Walter A. Strong, publisher of the *Chicago Daily News*, explained in detail why advertising, as organized at the present time, seems unable to enlist the co-operation of many of its outstanding men. Highly centralized control of the International Association's activities, he said, must precede any effort to prove advertising's economic integrity to the general public. Even though the administration of association affairs loses some of its democratic flavor, the business of advertising will find itself the gainer through voluntarily submitting itself to some degree of autocratic control, Mr. Strong predicted.

The Commission voted approval of proposals to amend the constitution and by-laws of the International Advertising Association to provide for:

1. The election of a president, vice-president and secretary for one year terms by the membership of the association at annual conventions.

2. The creation of a board of governors to be the real source of authority

for administration of the association's affairs. This board would have nine or twelve members, divided into three groups each of which would serve for three years. It would be elected by the Commission but would be self-perpetuating in that it would nominate its own successors. The president, vice-president and secretary of the I. A. A. would be ex-officio members.

3. A National Commission essentially the same as the present Commission, except that the total membership might be smaller and chairmen of the various districts in the association would become ex-officio members. The Commission would be an electoral college choosing the members of the board of governors. It would confirm constitutional changes, originate resolutions and continue to hold educational conferences as at present.

4. Control of the Bureau of Research in the hands of the board of governors and direct supervision of the bureau through trustees elected by the board.

Approval of these changes by the Commission means that they will now pass to the resolutions committee of the association to be submitted by this committee to the convention at Detroit in July. To its approval the commission attached the recommendations that representation of the various clubs on the board of governors be considered and that the Commission be retained as a definite unit in the association's structure.

"It is no secret that certain essential things must be done if the association is to go ahead rather than backward," Mr. Strong said in presenting his summary of needed constitutional changes. "Existing conditions require more efficient, more co-operative, more intelligent and more adequate organization. The research program needs a guaranty of permanence and good faith. The public is clamoring for more information on advertising. That it needs a better understanding of advertising must be obvious to anyone. Advertising must put itself in a position where it can submit voluntarily to analysis by the user of advertising or anyone else interested."



Those of our neighbors who are growing increasingly irritated by the inevitable delays of long-range advertising assistance should investigate the complete facilities of this modern agency always available to them in a matter of minutes. Our clients say this one feature alone gives us a decided advantage.

THE MANTERNACH COMPANY
Advertising

The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT

NATIONAL ADVERTISERS SHOULD KNOW—

**THE GUGLER
LITHOGRAPHIC
COMPANY
MILWAUKEE**

SINCE 1878

THE LETTERHEAD HOUSE OF AMERICA
Lithographed-Printed-Embossed

We can stand a Copy and Contact Man of standing

**It may be trite
to say it's "just
the position
you've been
waiting for"—
but it is!**

**Let's have the
complete story
—and let us
say it's a real
opportunity
with a real
A.A.A.A. Agency.
Address "U,"
Box 175, care
Printers' Ink.**

"One handicap that organized advertising has long labored under is its inability to enlist the active support and participation of many big, outstanding men who are engaged in advertising activities. They look on the International Advertising Association as a sort of confused, purposeless movement. How can anything important come out of it, they ask. The net of it is that the men who have the biggest investments in advertising aren't going to be part of an association under any one man. They aren't going to be part of any loosely-knit organization, the management of which is hampered by a division of interests and lacks the sort of control which good business requires as essential."

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, expressed the opinion that the adoption of the changes advocated by Mr. Strong would put the International Advertising Association in a much stronger position than at present. "The International Advertising Association is too big a thing in potentials to be lost to business, but we know it isn't working as it should," he said. "This plan will put all factors in the association in a higher esteem with all business."

Seventy-five per cent of the exhibit space at the Detroit convention of the International Advertising Association in July has been sold, Paul S. Van Auken, managing secretary of the exhibit, reported.

Earl Pearson's report on the plans of the International Advertising Association with reference to an official publication provoked some spirited discussion. The association, he said, was hesitant to undertake the publication of a magazine for which it would be necessary to sell space to advertisers. "Advertisers and agencies alike frown on association publications of this sort," he declared, "and we are not anxious to alienate our own members with whom we should be competing." Mr. Pearson reported the association was considering issuing a maga-

zine to be known as "The Journal of the International Advertising Association" which the departmentals of the association would be asked to help finance.

New Accounts for Philip J. Meany Agency

The Girls' Collegiate School, Glendora, Calif., has appointed the Philip J. Meany Company, Los Angeles advertising agency, to direct its advertising account. Eastern magazines and California newspapers will be used.

The Paris Ankle Wrap Company and the Marquis Apartments, Los Angeles, have also placed their advertising accounts with the Meany agency. The Paris Ankle Wrap account will use motion picture magazines and the Marquis Apartments will use Eastern tourist magazines and newspapers.

Lamson Company Advances E. W. Brewer

Emerson W. Brewer, for the last two years advertising manager of The Lamson Company, Inc., Syracuse, N. Y., pneumatic dispatch tubes, chutes and elevators, etc., has been made director of sales promotion and advertising. He formerly was with the H. W. Kastor & Sons Advertising Company, Inc., Chicago.

Death of William A. Whitlock

William A. Whitlock, of Whitlock and Company, publishers' representatives, Chicago, died recently at that city at the age of fifty-two. He was, at one time, with the former Chicago *Record-Herald* and later with the Chicago *Tribune*. In 1916 he started the present firm of Whitlock and Company.

Midwest Radio to Erwin, Wasey & Company

The Midwest Radio Corporation, Cincinnati, manufacturer of "Miraco" radio sets, has appointed Erwin, Wasey & Company, Chicago advertising agency, to direct its advertising account.

Elected Chairman of White Motor Company

Walter C. White, president of The White Motor Company, Cleveland, has been elected chairman of the board to succeed Windsor W. White, resigned.

Manning Studios Open Akron Office

The Manning Studios, Cleveland, commercial art, have opened a branch studio at Akron, Ohio.

Few men have heard of Photo-Gelatine Printing (Screenless)

single
or
multi-color.

Ideal for all manner
of pictorial display
material.

We are equipped to
make
SHORT RUNS
quickly and cheaply.

If you've never seen
specimens of our
work, we shall be glad
to send you samples.

Wyanoak Publishing Co. INC.

136 West 52nd Street
New York, N.Y.
TELEPHONE: CIRCLE 2780

What the Trade-Mark Mills Have Ground Out

Brief Reviews of Some Recent Trade-Mark Decisions

GOODYEAR TIRE, Lincoln Motor, Ford Motor, and Cluett, Peabody are some of the well-known names which appear in recent trade-mark decisions. The decisions themselves are, in most instances, as significant as the companies involved are prominent.

The Goodyear Tire & Rubber Company case was tried before the U. S. Circuit Court of Appeals for the Fourth Circuit. Goodyear has been endeavoring to register as a trade-mark what is best described as a diamond-shaped tread used on certain of its tires. The Patent Office rejected Goodyear's application and denied the registration of the mark on the ground that the design was a part of the tire itself and that it was intended to prevent skidding. It was admitted by the Patent Office that the tread of the tire had probably become so well known as to stamp it as a Goodyear tire, but this was held to be immaterial on the basis that there was no evidence to show that the design was originally adopted solely for trade-mark purposes.

An appeal from this decision was taken to the Court of Appeals of the District of Columbia. This court affirmed the action of the Patent Office. In the latest decision, the Circuit Court of Appeals upheld the lower court and said: "A careful consideration of this case demonstrates that complainant does not seek to register a certain specified mark as an arbitrary symbol indicative of origin of the product, apart from the tire itself, but a mark which, if not an essential, at least is an important part therefore . . . the words 'diamond-shaped tread' are manifestly descriptive of the goods." Therefore, on the two grounds that the alleged mark was a mechanically functional feature of an automobile tire and descrip-

tive of the particular type of tire, the court ruled against Goodyear.

The Patent Office, in a case involving Cluett, Peabody & Company, Inc., and the Arrow Emblem Company, Inc., decided that the latter organization is entitled to its registration of the mark "Arrow" used for metal collar buttons. The Arrow Emblem Company contended that it had used its trade-mark since 1912 without any instances of confusion on the part of the purchasing public. The examiner of interferences felt that this was a telling point and consequently dismissed the petition of Cluett, Peabody for cancellation of the Arrow Emblem Company's trade-mark registration.

In the Lincoln Motor Company case, the Court of Appeals of the District of Columbia found that the word "Lincoln" applied to automobiles, and the word "Lincoln" applied to brakes and timers, were not only deceptively similar but were applied to goods of the same descriptive properties and would lead to confusion. Lincoln Motor had filed an opposition in the Patent Office against the registration of the trade-mark "Lincoln" by the Lincoln Manufacturing Company. The Patent Office held that while the marks were deceptively similar, their use was not such as to lead to confusion, and the opposition was accordingly dismissed. The Court of Appeals decided that the Patent Office was in error. "We are of opinion," the court ruled, "that the tribunals of the Patent Office were in error in not sustaining the opposition, since the marks are not only deceptively similar but were applied to goods of the same descriptive properties, to an extent that would inevitably lead to confusion."

The same court upheld the decision of the Commissioner of Patents in a case involving the

Buffalo Advertising Agency SEEKS PARTNER

I need a man who *knows* the agency business . . . from working up a prospect to presenting a plan that is sound. And then seeing the entire effort through with dispatch, accuracy, mutual profit. He must write above-average copy. He *knows* merchandising. Is a do-er. Has business vision. Is willing to work. Gets along with others.

He may or may not have capital. I will sell him up to 40% of the business . . . one year after he starts. He may buy with his own capital, or, by agreement, out of earnings of the business. In the meantime, he will receive enough to live. He must be willing to come on trial for three months.

This agency is fairly small. Close to five years old. Thirteen years prior to establishing the agency I worked on the buying side of advertising in Chicago, Boston, New York and other places . . . mostly for manufacturers. I am 38 years old. Married. A man up to 40 years of age, Protestant faith, college trained and perhaps a Mason can work best with me.

Reason for this offer is that I want the best man available added to my shop so that we can grow faster.

Write me in confidence if you believe you measure up. Personal meeting will be arranged if facts in your letter warrant.

H. Tyler Kay, Tyler Kay Company,
775 Main Street, Buffalo, N. Y.

An Analytical Mind and Ability to Write Convincing Letters

Will give some young man an entering wedge into a large and growing organization of engineers and business managers, which should mean large opportunities for the right man.

A gift for common sense thinking plus skill and training in presenting facts in correspondence are essential, also adaptability.

Make your letter of application a sample of what you can do. Address "Z," Box 30, Printers' Ink.

ART DIRECTOR

seeks new
environment

AN ART DIRECTOR of long experience, handling several million-dollar accounts and directing staff of eleven artists, now desires to locate permanently in large metropolitan center with reputable agency. Address

"A," Box 31, Printers' Ink

Ford Motor Company vs. Partridge, Singer & Baldwin. Ford Motor had petitioned for the cancellation of the trade-mark "Warford" as used by the latter organization on the ground that the principal feature of the name was the word "Ford." "Warford" is used on automobile transmissions. The Commissioner of Patents dismissed the petition and the case was then taken to the Court of Appeals. The court said:

"We agree with the decision of the Commissioner that the last syllable in registrant's mark is a word in common use, and is the same as the ending of many surnames, and is not such an appropriation of appellant's corporate name as to justify legal intervention; and that the appearance and pronunciation of the word 'Warford' is so distinctly different from the word 'Ford' standing alone, as to obviate any probability of confusion either as to origin or reputation."

In sustaining an opposition to the registration of the trade-mark "Longia," for watches, a recent decision of the Patent Office emphasizes the fact that while two marks may differ in their pronunciation they may still be considered deceptively similar.

The applicant, O. Maire, Inc., appealed from the decision of the examiner of interferences who had sustained the opposition of Fabrique des Longines Francillon & Co., by its U. S. agent, A. Wittnauer Company, and adjudged that the applicant was not entitled to the registration for which it applied. The examiner sustained the opposition on the ground that the Maire trade-mark too nearly resembled the mark of the opposer.

From the record of the case, it appears that Francillon & Co. adopted and used its trade-mark "Longines," prior to the adoption and use by O. Maire, Inc., of its mark "Longia." The goods of both parties are watches, and there was no question as to their being goods of the same descriptive properties. The decision comments on the fact that the Francillon concern has spent large sums of money in advertising its trade-

mark and the goods to which it is appropriated, and has built up a very valuable equity in its trademark and the good-will of its business.

Since the marks were used on goods of the same descriptive properties, the only question considered by the assistant commissioner was concerned with the likelihood of confusion in the mind of the public, and in regard to this he said:

"It is stipulated that two pronunciations of the word 'Longines' are 'Lon-Jeens' and 'Longeen,' respectively, while one pronunciation of the word 'Longia' is 'Lon-Jee-A.'" However, the assistant commissioner of patents found that a comparison of the two marks showed that they are identical both as to appearance and sound with respect to the first and major part of the words constituting the marks. "They differ only with respect to the endings of the two words," the decision reads, "the one ending with 'a,' and the other with 'nes.' It is believed that this slight difference would not be observed and carried in the mind of the average member of the purchasing public; but should the difference be observed and remembered the applicant's mark would be likely to be regarded as a mere variant of the opposer's mark."

Therefore, in refusing registration to O. Maire, Inc., of the mark "Longia," and affirming the decision of the examiner of interferences, the assistant commissioner expressed the opinion that the two marks so nearly resemble each other as to be likely to cause confusion or to deceive purchasers, and in support of this ruling he said that the principle applied by the Court of Appeals of the District of Columbia in the case of *Guggenheim v. Cantrell & Cochran* is applicable to the instant case. In the case cited the court held that the marks "G. & G." and "C. & C." are deceptively similar, and that their continued use on ginger ale inevitably would result in the reaping by the defendant of the benefits incident to the long-established and widely advertised business of the plaintiff.

We'll Capitalize Your Idea or Experience

WE are a concern of sound financial responsibility engaged in the business of syndicated advertising. We are looking for new fields to develop. We want new advertising ideas that can be syndicated; new branches of business or industry in which syndicated advertising material might be sold; new ideas for window display services, or newspaper advertising services or house-organ ideas, or specialties, etc.

If you think you have something new and good, or if you have broad experience in any of the established fields of syndicated advertising and are looking for a profitable connection, get in touch with us.

MADDEN-SCHENKEL CO.
Inc.

19 West 44th St., New York, N. Y.

BEST-TEST **PAPER CEMENT** **A Real Adhesive**

FOR

- PREPARING MASKS
OR FRISKETS
- LAYOUT WORK
- GENERAL PASTING

STAINLESS—QUICK DRYING

WILL NOT WRINKLE, CURL
OR SHRINK MOUNT OR BACK-
ING. SUITABLE FOR EITHER
TEMPORARY OR PERMANENT
JOINING.

Write for Free Sample

Union Rubber & Asbestos Co.
DEPT. BT TRENTON, N. J.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

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Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

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NEW YORK, MAY 24, 1928

New Ideas and the Open Mind

When the Westinghouse Electric Company added the "click" idea—invention of a boy who watched a furnace door—to its electric iron, it increased the sales of its irons by the thousands. Up to the time of this invention, every electric iron had been a source of danger if left untended. With the addition of the click device, which shut off the current at a certain temperature, Westinghouse could advertise the safety factor, and did. The women of the country responded with their dollars at the dealers' counters.

A prominent jobber in electrical supplies who told us how his sales of electric irons had increased since the click feature was added,

mentioned other concerns which, by adding new ideas, had kept their merchandise in the forefront. Those concerns which have not been receptive to new ideas have been dropping back in sales volume. Times change so rapidly that the company which is not open-minded to new ideas is likely to find itself passed in the race for the consumer's dollar by its more alert competitors.

The General Motors Corporation has used its receptiveness to new ideas as the basis for an unusual piece of copy. The advertisement shows illustrations and a complete description of the work of the "new devices" committee of its organization. It tells how thousands of inventions and suggestions are submitted for the careful consideration of this committee every year. The copy points out that, although the company has more than 1,000 trained engineers in its organization, thousands of other alert intelligences all over the world are busy with thoughts about automobiles and an idea may come to any one of them which is worth while. "Though the percentage of usable ideas is small," says the copy, "the committee meets always with enthusiasm. It is part of the machinery of constant improvement in General Motors. So long as this period of improvement persists, an organization must keep growing; for, however old it may be in years, it will always be young in mind."

The new idea may come from almost any one. A consumer who had become annoyed because a stropper for his razor blades didn't work right, wrote the manufacturer not only of his dissatisfaction but also suggested a new means of packing which would get around the difficulty. His suggestion was adopted and thousands of other dissatisfied but inarticulate users were made happy by the change. In scores of cases other companies have received ideas from consumers or retailers which changed the course of the business. That a company has an open mind for new ideas makes a good angle for advertising copy.

It is the type of copy which has a good effect upon distributors and customers and it also incidentally produces some excellent ideas.

When Puffery Comes Home to Roost Court decisions are not usually looked upon by lay people as light reading matter. We have yet to hear, for example, of a copy chief laying aside an enthralling mystery story with the expectation that a court decision which had just come to hand would provide more exciting reading. Nor are manufacturing executives habitual readers of court rulings unless such executives happen to be of a legal bent. Certainly one would not expect to find a highly important copy lesson in a decision handed down in a case which was concerned only indirectly with advertising copy.

And yet, in last week's issue of **PRINTERS' INK** there appeared extracts from a decision recently delivered in the U. S. District Court for the District of New Jersey which is of the utmost importance both to those who advertise and those who prepare advertising. It is not necessary here to go into the details of the case. That information may be obtained by turning to page 111 of the May 17 issue. For the purpose of this discussion it is necessary only to quote the concluding paragraph of Judge Runyon's decision. In this paragraph he said:

"... I am, therefore, of the opinion that by reason of the character of complainant's advertising and literature, it has fallen far short of that standard of integrity which is required of a petitioner who seeks relief in a court of equity, and that this shortcoming affects its entire case against the defendants."

Counsel for the petitioner, in commenting on the advertising which Judge Runyon scored so severely, described it as ordinary business puffing. "I am unable to agree with this viewpoint," declared the judge.

Puffery has long been viewed as the privilege of the seller and particularly of the advertiser. Very

likely it still is. But as this decision emphasizes, advertisers can never tell when what appears to be harmless exaggeration in their advertising copy may strike a judge quite differently.

Super-advertising has many weaknesses. Not the least of these is that it may place the super-advertiser in the unenviable position of being judged to have come into court with unclean hands. It may be many years before puffery comes home to roost but apparently when it does it is apt to jar the complacency of those who sent it out as their business emissary.

Don't Begrudge Volunteer Service

There can be few readers of **PRINTERS' INK** who are not called upon at least once in any year to serve as volunteer workers in behalf of the Community Chest, the local hospital, or some other worthy charitable, educational or otherwise non-commercial enterprise. We rather like to think that the number who do not cheerfully accept such invitations, and give generously of their time and effort, is even smaller.

None the less, human nature being what it is, a certain amount of well-hidden groaning in spirit as the "drives" multiply, is probably unavoidable. The advertising man's post is so invariably fore-ordained, and the confident expectation of miracles so plain upon the cheerful faces of the delegation that informs him of his appointment as chairman of the "Publicity Committee."

Yet there are dividends of immense value to the advertising man, direct as well as indirect, from volunteer service of this sort. Dividends of practical experience that come from rubbing shoulders with people of your own community, as you never would nor could in the ordinary course of business.

It often seems that theory is the greatest curse of advertising. Advertising men, like all other birds of a feather, flock together. They exchange ideas, praise each other's

cleverness, constantly tend toward the dangerous state of mind that takes it for granted that the entire population of the United States is as alert and well-informed on all the newest advertising and merchandising ideas and theories, as advertising folk themselves. There could be no worse mistake.

The advertising man is in almost constant need of having his feet jerked back to the ground, no matter how momentarily unpleasant the jar. There is no better way to renew his sense of realities than to undertake volunteer work for a worthy community cause.

What is more, these usefully corrective contacts may extend far beyond those with his fellow-volunteers. Take, for example, the "case histories" compiled by the Y. M. C. A. from interviews with boys and their parents. The results of these interviews are often immensely helpful to those interviewed; they can also be of great value to the interviewer. There is many an advertising man who would accomplish more to increase his effectiveness in his business, by volunteering to spend twenty evenings in calling on boys and their parents for the Y. M. C. A., than by reading all the text-books on advertising in all the libraries in the country.

A Worth- While Investigation

A resolution recently introduced into Congress by Senator Brookhart calling upon the Federal Trade Commission to make an investigation of retail chain stores was favorably acted upon, it is said, because of the continuing demand from many quarters for such an investigation.

It is a strange spectacle to have a Government investigation of retailing. Heretofore Government investigations of business have always meant investigation of the manufacturer. Large chain-store operators are finding it difficult to reconcile themselves to the fact that the Government will actually investigate their business. They should not. Chain retailing has grown tremendously. With great

size there has come great power. This size and power came from the public and the public has the right, through its Government, to examine into the use that is being made of what it has given.

It is our opinion that this investigation comes at the right time. There is need of it. Chain-store owners should welcome a report of an investigation on their industry from an impartial source. If such an investigation can prove the economic validity of the chain store then it should go far in helping to stem the flood of bills that State legislatures are being asked to pass in order to tax chain stores out of existence.

There is another good reason why it should be welcomed. The chain store of today is not the chain store of ten years ago. Then it was fighting the "independent." Today it is fighting other chains. When you get chain against chain you have the setting for a condition that can lead to unsound merchandising practices. There are today, it is said, retail chain-store systems in which it is a policy not to seek profit on such staple commodities as coffee, butter and eggs. In such a policy there is great elaboration on the plan of making widely advertised products "price bait"—a plan that was used so effectively against independents. There are many who have long considered "bait merchandising" when it was confined to the use of advertised brands as highly unsound. Now that the practice has been so highly elaborated it is time that it should be impartially examined.

This present-day elaborate system of "bait merchandising" is only one of many practices of chain retailing on which owners of chain systems should be glad to have a sound appraisal. Chain-store owners can, if they will, turn the Federal Trade Commission investigation of their business into a practical means of helping themselves. Now that the investigation has been ordered, chain-store owners should endeavor in every way to make it an investigation that will help them help themselves.

COPY

is the bridge to
your *customer's*
interest

MORE than "text" to fill the neatly ruled space in the layout... more than words arrayed according to the rules... copy bridges the gulf between your interest and the customer's.

And of what worth is a bridge unless it goes clear across!

So *good* copy is vital. Copy that reaches out and lays hold of the reader's interest... that makes him want... that makes him buy.

Such good copy is the Lamport-MacDonald standard. It is recognized as a vital element of every advertisement, and given the attention it deserves.

This is one detail of Lamport-MacDonald policy. We shall be glad to explain completely our method of operation—PERSONAL SERVICE BY PRINCIPALS; without obligation, of course.



LAMPORT, MACDONALD COMPANY
Advertising • Merchandising
SOUTH BEND, IND.

Advertising Club News

Poor Richard Club Elects L. W. Wheelock President

Lewis W. Wheelock, vice-president and advertising manager of Stephen F.

Whitman & Son, was elected president of the Poor Richard Club, Philadelphia, at its annual meeting.



L. W. WHEELLOCK

Other officers elected were: John A. Lutz, advertising director, W. B. Saunders Company, first vice-president; George Maertz, advertising manager of the Westinghouse Electric & Mfg. Company, second vice-president; Howard F. Kairer, Charles Blum Advertising Agency, secretary; and Edward S. Paret,

Biddle-Paret Press, treasurer.

Harry L. Appleton, Murta-Appleton Company; George W. Loane, Loane-Brown Art Service; and James J. Stinson, vice-president, Gatchel and Manning, Inc., were elected directors for three-year terms.

Detroit Club Elects Officers

Clinton F. Berry has been re-elected president of the Advertising Club of Detroit. Other officers elected were: W. R. Ewald, of the Campbell-Ewald Company, Inc., first vice-president; Verne Burnett, secretary of the advertising committee of the General Motors Corporation, second vice-president; George Robson, secretary of the Saturday Night Press, Inc., secretary, and Gordon W. Kingsbury, director of broadcasting, General Motors Corporation, treasurer. Harold M. Hastings continues as secretary-manager.

Charles W. Brooke, Frank W. Ather-ton, Daniel B. Jacobs and Mr. Kings-bury were elected to the board of directors.

Western Advertising Golfers Hold Tournament

The first 1928 tournament of the Western Advertising Golfers' Association was played off last week at the Midlothian Club, Chicago. There were about eighty contestants. John H. Victor, of the Victor Gasket Company, captured low gross, while George H. Hartman, of the J. L. Sugden Advertising Company, was runner-up.

Low net score was handed in by L. L. Northrup, of *McCall's Magazine*, with Mr. Victor and H. S. Irving, of the Irving-Cloud Publishing Company, tying for second place.

W. A. Folger Heads San Francisco Club

Walter A. Folger, of the Pacific Telephone & Telegraph Company, has been elected president of the Advertising Club of San Francisco. He succeeds Dwight Jennings.

Fred Kerman, of the Bank of Italy, was elected vice-president. Joe Quire, Hale Bros., Inc., secretary, and Earl Burke, Pacific Railways Advertising Company, treasurer.

Those elected to the board of directors were Nelson Kinell, Southern Pacific Company; Fred Keast, H. S. Crocker Company; E. H. Sanders, Shell Oil Company of California; Douglas Meldrum, N. W. Ayer & Son, and E. Guy Colvin, Russell-Colvin Company.



W. A. FOLGER

A. R. Magee Again Heads Louisville Club

A. R. Magee, advertising manager of the Louisville *Courier-Journal* and *Times*, has been re-elected president of the Advertising Club of Louisville, Ky.

Paul R. Harris, advertising manager of Levy Bros., was made first vice-president, and Karl Smith, advertising manager of the Louisville Paper Company, second vice-president. Henry C. Colgan, president of the Colgan Letter Service, was elected secretary-treasurer.

Buffalo Women's League Elects Officers

Miss Marietta Ball, advertising manager of Morrison's, Inc., was elected president of the Buffalo League of Advertising Women at its annual meeting. Miss Jeanne Eichle was made vice-president; Mrs. Mildred McNamara, recording secretary; Mrs. Kathryn Webb, corresponding secretary and Miss Marion Anderson, treasurer. Miss Anne Wild, Mrs. McNamara and Mrs. Webb were elected directors for three-years terms.

New Officers for Omaha Club

C. Coe Buchanan, of the Buchanan-Thomas Advertising Company, was elected president of the Advertising Club of Omaha, Neb., at its annual meeting. R. Ellwood Pratt was made vice president, and John L. Correa, secretary-treasurer. Roy Gray and B. Leary, together with the above officers, were elected to the board of directors.

Women's Club of Chicago Elects Officers

Mrs. Mary Derbyshire, of J. M. Bunscho, Inc., is the newly elected president of the Women's Advertising Club of Chicago.



MRS. MARY DERBY-
SHIRE

Serving with her as first and second vice-presidents, respectively, are Ruth Proctor, of the Northern Trust Company, and Josephine Snapp, of the Capper Publications.

Lucille Fisk, of the American Home Magazine Publishers, is recording secretary, and Marie Nyhan, of Buckley, Dement & Company, occupies the position of corresponding secretary. Marjorie Fletcher, of Russell T. Gray, Inc., is the newly elected treasurer.

The following committee heads for the coming year have also been named: Membership chairman, Linnea Johnson; program chairman, Ethel Beller; publicity chairman, Fayette Toppan; vocational chairman, Olive Weber; social chairman, Erna Bertrams; finance chairman, Nan D. McCulloch.

* * *

Advertising Is Fourth Solid Leg, Says Bennett Chapple

"Industry has four solid legs," Bennett Chapple told the Chicago Advertising Council last week. "Two of these, production and distribution, are obvious. But to these we must add the two newer props—research and advertising."

"It is the job of advertising to reinforce and tell about each of the other three. Production methods are today being explained to the reader," he said, "the results of research are being dragged out from the dark closets; and rightly, too, for that is the job of advertising—to tell rather than to sell."

Mr. Chapple, who is vice-president and director of publicity for the American Rolling Mills Company, Middletown, Ohio, had for his subject, "Speeding the Pace of Industry."

* * *

Advertising Helps Overcome Fear of New Products

The lure of the new in a product is shadowed by the lack of confidence in its manufacturer, said L. R. Boulware, general sales manager of the Syracuse Washing Machine Company, Syracuse, N. Y., before a recent meeting of the Advertising Club of Louisville, Ky. This fear, he continued, can be overcome by building up public confidence through advertising, and it should be the aim of advertising men to establish the idea of value in the public mind, hence taking the fear out of unknown products.

G. A. Dunning, President, Boston Club

George A. Dunning, New England manager of the *American Magazine*, has been elected president of the Advertising Club of Boston.

Charles W. Corbett, president of Dorr & Corbett, was made first vice-president; Edwin E. Leason, vice-president, F. S. Root Company, Inc., second vice-president; Charles S. Trefrey, Tileston & Hollingsworth, secretary; and George D. Moulton, The Junket Folks, treasurer.

The following were elected directors for periods of two years: John L. Brummett, general manager, Hewes & Potter, Inc.; Ernest L. Johnson, S. D. Warren Company; Lewis W. Munro, New England manager, Doremus & Company; Sherman L. Smith, H. B. Humphrey Company; and Herbert Stevens, American Lithographic Company.



G. A. DUNNING

* * *

Wants Measuring Stick for Outdoor Advertising

Why is it that duplication is not a good thing to buy in publication advertising, whereas it is a good thing when we are considering the purchase of poster advertising? This was one of the questions raised by Guy Smith, chairman of the Outdoor Advertising Committee of the Association of National Advertisers, Inc., and manager of advertising and commercial research for Libby, McNeill & Libby, Chicago, who spoke before the Chicago Advertising Council last week on "The Advertiser and Outdoor Advertising."

Mr. Smith wanted it made plain that he was speaking as one in no sense critical of the value of the outdoor medium but merely as an advertiser anxious to know as much as possible about the things for which large sums of money are spent. He expressed the desire for some sort of a measuring stick by which the circulation of outdoor mediums could be more accurately determined.

* * *

L. D. West, Secretary, The t. f. Club

Louis D. West, Cleveland manager of *Building Age*, has been appointed secretary of The t. f. Club of Cleveland, an organization of business-paper representatives. He succeeds J. P. Newman, who has been transferred to the New York office of the McGraw-Hill Publishing Company, Inc.

The Little Schoolmaster's Classroom

THE Jantzen Knitting Mills—a Pacific Coast organization with headquarters at Portland, Oreg., that built an international business by means of daring and unique advertising—is still very much on its toes, the Schoolmaster observes.

That particular company has a new idea for bathing suits for 1928. It has brought the color idea into the bathing suit business with a considerable crash. Color in bathing suits is, by no means, a new idea. The Jantzen idea is not as simple as that, however. The Jantzen plan is to get you into the right color, according to your hair—"blonde, brunette or in-between." This particular job this company offers to do, in its advertising, for any and all who will write to it for a booklet called "Jantzen Color Harmony Guide."

There seems to be no end to this "color harmony" idea. Its possibilities seem to be unlimited. Its application in this particular case, in the Schoolmaster's opinion, is not only practical, but is an indication of a keen and alert mind being on the job somewhere in the Jantzen organization.

* * *

Bearing in mind the high wages paid in this country, the great increases in savings bank deposits and the wave of stock speculation in which the masses of people seem to have joined as never before, the Schoolmaster would have been ready to wager a considerable sum that the average American is the richest man on earth.

He has, in fact, heard the assertion of this belief set forth at numerous conventions and dinners, and has seen the printed page carry this misinformation.

For misinformation it is, according to the *Bankers' Magazine*, which quotes the world economic chart for 1927, published by Redmond & Co., bankers of New York.

The average resident of the United States isn't even second, according to this authority. The resident of New Zealand, with \$3,317.70, is the wealthiest average citizen in the world, and the average Swiss is next, with \$2,998.20. The American is a fairly close third, with \$2,941.90. After the American comes the Rumanian, with \$2,808.90; the Britisher, with \$2,690.10; the Canadian, with \$2,662.40 and the Australian, with \$2,599. A close neighbor of the wealthy Rumanian is at the other end of the scale, for the average Bulgarian has only \$403.10.

The figures are surprising to the Schoolmaster and warn him again of the danger in taking what seems to be an obvious fact for the real truth.

According to the chart, the figures for which were obtained from official Government sources, New Zealand, whose citizen is the wealthiest in the world, is second only to the United States in motor vehicles per 1,000 inhabitants.

* * *

An article that appeared in the May 10 issue of *PRINTERS' INK* suggested that investment bankers, in advertisements which offered securities to the public, should, in many instances, give the public the benefit of an advertising agent's opinion on the merchandising policies of the company that is being financed. The article further suggested that, inasmuch as the value of the opinion depended upon the standing of the agency, the agency be named.

The suggestion has provoked considerable comment from advertising agents. Among these remarks there is indication of the fact that, to an appreciable extent, bankers are today calling on agents for opinions on the merchandising policies of businesses which they underwrite. One agent was able to point out that in three cases investment bankers

Realtors—America's Homebuilders



Westwood, built by Mills & Sons, Realtors, Chicago

1800 homes built by one Realtor

What advertisers say—

Detroit Steel Products Co.:

The service which you send us periodically has been used to very good advantage and it certainly is a big help to the sales department.

Copper & Brass Research Assn.:

"We have been able to check up some mighty good sales through your reports."

And this is only one of many extensive Mills' operations.

He uses well known materials like Arco Boilers, G. E. Wiring system, Balsam Wool, Standard Plumbing, U. S. Gypsum products, for they help him sell his homes.

Realtors are building the bulk of our homes and apartments. They get their merchandising ideas for selling these homes from their magazine, the

NATIONAL REAL ESTATE JOURNAL

A. B. C.

A. B. P.

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark Street

Chicago

Wanted, three men

Editor Circulation manager Adv. representative

Well-established, expanding financial-business publisher now increasing staff has excellent openings, with satisfactory salaries plus bonuses. Successful previous experience desirable, though personal capacity, ambition and ability to grow are rated highly. Our present staff knows of this ad. Write details of experience and training, in confidence, to

"President," Box 34,
Printers' Ink

WANTED

Solicitor for Class Publication

MALE OR FEMALE

The magazine *ANTIQUES* is interested to find a young man or woman of some experience to solicit space in New York City. The field is large and the opportunity is rare. Full time required. Write fully of your qualifications and salaries or commissions you have earned. An interview will be arranged with those whose applications are of interest. Address

L. E. S., care of *ANTIQUES*,
Inc., 683 Atlantic Avenue,
Boston, Mass.

have made use of his agency's name in selling securities. In one particular instance, where his agency name was used, he says that he was told that the name was of far more value than the names of the lawyers and directors.

It was fairly generally agreed in letters of comment on the article to which the Schoolmaster has referred that the use of an advertising agent's name in financial advertising would be and should be a slow development. A point of especial importance, and one that is well taken, in one letter of comment, was that the advertising agent should not allow his name to be used except in connection with the re-financing of a going concern that had already achieved success.

Since this article appeared, the Schoolmaster has paid considerable attention to investment banking advertisements which offer stock to the public. He has read them carefully for the purpose of discovering how much information they give concerning the merchandising policies of the company being financed.

In several instances he has come across highly intelligent and informative statements on the merchandising side of the businesses being financed. As an example of this type of statement he would call attention to the following excerpts from an advertisement signed by the investment banking firms of Lehman Brothers and Field, Gore & Company that appeared in newspapers on May 16 regarding the Joseph Horne Company of Pittsburgh. It read:

The store's merchandising policy demands complete stocks of medium and better grade merchandise, and places importance on style leadership. Seconds and sub-standard or imperfect merchandise are not bought, sold or advertised. The store is a regular and consistent advertiser, combining style and price appeal with greater emphasis on regular year-round business than upon special sales.

The present trend away from sales stores and sensational price deals toward business with established standards of quality and value greatly favor the growth of the Joseph Horne Company business, which has been outstanding and consistent in these policies.

In a statement such as this, a

We Require Services of Competent Publishers' Representative—

The man (or organization) we are interested in must be well and favorably known among advertisers, and advertising agencies. His record of past achievement in his chosen field will be essential.

The work is principally in New York City where we would expect him to have offices.

Connection is offered by well established publisher, nationally known and operating in a field that has not been "scratched". Commissions will justify effort and interest of a man accustomed to earning at least \$10,000 a year.

Address "B," Box 32, care of Printers' Ink.

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U. S.

Write for our 90% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

LITHOGRAPHED LETTERHEADS

\$1.25 per 1000

IN LOTS OF 50,000
25,000 at \$1.50—12,500 at \$1.75 or
6,250 our Minimum at \$2.25 per 1000
Complete—Delivered in New York

**ON OUR 20 LB. WHITE
PARAMOUNT BOND**

A Beautiful, Strong, Snappy Sheet
ENGRAVINGS AT ACTUAL COST

GEO. MORRISON COMPANY
558 West 22nd St. New York City
SEND FOR BOOKLET OF PAPER AND ENGRAVINGS

A creative staff for advertisers, ..
publishers and printers rendering
complete service in plan, art,
copy, layout and product design.

**HART-GOWARD
CORPORATION**
214 East 31st Street—
New York City

Photo-Retouching

Modern
or highly
Technical

NEW YORK SERVICE

The CUSART studio
123 West 42nd Street
New York City
TEL. BARNUM 2-7584-2-557

prospective investor gets a genuine picture of the merchandising aims and objectives of a business.

* * *

Apropos of S. K. Wilson's merciless exposure in a recent issue of **PRINTERS' INK** of the grammatical and syntactical weaknesses of some of our best advertisements, the Schoolmaster recalls a stroll through a modest-sized but extremely active advertising department not long ago.

One of the high spots of that department was the bulletin-board, right alongside the production schedule-board, on which the department manager showed his faith in the printed word by advertising his own ideas on the conduct of departmental affairs, in a succession of vigorous bulletins. The particular bulletin which caught the Schoolmaster's eye read something like this:

"Too many words are being too carelessly and inaccurately used in the copy written by this department. For the sake of their educational value, the following words are to be looked up in the dictionary, and everybody is expected to be ready to define them correctly at the next staff meeting.

"**Flaunt**—flout. **Elementary**—elemental. **Luxurious**—luxuriant. **Definite**—definitive. . . ."

The total list included more than a dozen pairs, but the Schoolmaster found these sticking in his mind because of a shamefaced consciousness that he himself had tripped over a couple of them, and had done it more than once, too. Has anybody else any favored pitfalls of this kind?

Kuhler Moves Offices to New York

Kuhler, who has maintained a commercial art studio at Pittsburgh, has moved his offices to New York. His studio is now located at Scarsdale, N. Y.

C. P. Brown with "College Humor"

C. P. Brown has joined the home office advertising sales staff of *College Humor*, Chicago. He was formerly engaged in newspaper work in Detroit.

To Discuss Improvements in Printing Advertising

Service to advertisers will be the subject of a joint session of advertising agency representatives and newspaper mechanical men at a mechanical conference sponsored by the American Newspaper Publishers' Association, to be held at the Hollenden Hotel, Cleveland, on June 5, 6, and 7. A free discussion and interchange of ideas and suggestions on the topic, "What Can We Do to Improve the Printing of Advertising?" will take place.

It is expected that this joint meeting of mechanical men representing advertisers and newspapers will effect a better appreciation and understanding of each other's problems and difficulties, which will result in better service to the advertiser by the newspaper.

The American Association of Advertising Agencies will be represented by Joseph M. Farrell, chairman of the mechanical production committee, and also production manager of the Blackman Company, New York; W. W. Fawcett, production manager, Fuller & Smith, Cleveland, and George W. Speyer, production manager, J. Walter Thompson Company, Chicago. Other advertising agencies are invited to send representatives if they so desire.

Arrangements for the conference are in charge of W. E. Wines, manager, mechanical department of the publishers' association.

Following the policy inaugurated last year at the convention at Harrisburg, there will be no exhibits and no entertainment features of any kind. Salesmen and other representatives of machinery and supply houses will not be admitted to the meetings.

Associated Envelop Makers Appoint McJunkin

The Associated Envelop Makers, Inc., a group of fifteen manufacturers using the same special envelop-making process, has appointed the McJunkin Advertising Company, of Chicago, to direct its advertising account. Business papers will be used.

A. C. Stearns, Jr., with Morgan Industries

A. C. Stearns, Jr., formerly advertising manager of the Federal Radio Corporation, Buffalo, N. Y., is now with Morgan Industries, Inc., of that city. A report in the April 26 issue crediting his former connection to another individual of similar name was in error.

P. J. Coppo with "Better Homes and Gardens"

P. J. Coppo has joined the Meredith Publishing Company, Des Moines, Iowa, as art director of *Better Homes and Gardens*. He was formerly with *Fashionable Dress*, New York, for more than seven years in a similar capacity.

WANTED

Position as Advertising Manager

A successful record of sixteen years as advertising manager for four well known national advertisers, also editorial and agency experience. Can submit excellent sales record, references and comprehensive specimens of work. Age 38, University education, \$5200 salary.

Address "H," Box 37, Printers' Ink.



House Organs

Why not send a friendly 'house organ' to your customers? It pays. Some of our users have been mailing out house organs every month for twenty years. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
607 Caxton Building : Cleveland, Ohio

WORKING SALES MANAGER

Not only knows how to sell, but does. Increases business of salesmen by working with them on a definite Business Building Plan. Starting from "scratch," built up a sales organization which, within three years, established his firm as one of the leaders in its field. He offers loyalty, ability, conservatism and adaptability—qualities that will produce for any manufacturer selling a quality product. Address "R," Box 173, P. I.

Visualizer

ART DIRECTOR

available June 1

Young enough to be "modern". Experienced enough to be "hard-boiled". 10 years agency, including 3 years production, 5 years art director, 1 year copy and contact. Know type. Can take charge art departments small agency or visualizer large one.

"G", Box 36, P. L., N. Y.

Newspaper Publishers

Special Advertising Representative, 15 years' experience and wide acquaintance in Chicago and territory, is desirous of representing small newspaper, the growing kind. A newspaper requiring intelligent Representation by a real salesman who will give personal service in contact with Advertisers and Agencies. Investigation of record welcomed. Address "E," Box 35, P. I.

Are You

personally acquainted with the owners of a business earning over \$200,000 annually? They can capitalize future earnings by selling a portion of their holdings for cash without losing control; also obtain capital for expansion if desired. Important and well known bankers are interested and would make a public market. Do not disclose the name of principals. Merely state approximate annual earnings. If interesting we will ask you to call to arrange your compensation prior to introducing principals. Large brokerage fees available if business is closed. Address

Bankers' Representative

Box 717, Room 200
Times Bldg., New York

Ault & Wiborg Company Sold to Bankers

The Ault & Wiborg Company, Cincinnati, manufacturer of printing inks, varnishes, dry color, typewriter ribbons, carbon paper and writing fluids, has been sold to Dillon, Read & Company, New York, bankers. This transaction, it is reported, is one step in a plan under which Ault & Wiborg will be the nucleus in the consolidation of several other companies engaged in a similar industry.

According to L. A. Ault, president, an option given to Dillon, Read some time ago, has just been exercised. Total assets of the Cincinnati concern are said to be in excess of \$9,000,000, and stockholders will be entitled to take cash for their holdings, Mr. Ault stated. There is \$2,440,000 of preferred stock outstanding, and about \$3,250,000 of common stock.

The set-up of the combined companies will total approximately \$14,000,000, it is reported, which will be represented by two-thirds common stock and the remainder in preferred stock. W. E. Hutton & Company will be the Cincinnati members of the distributing syndicate.

American Nokol Company Appoints Sales Executives

C. T. McKelvy, formerly promotion manager of the Brunswick-Balke-Collender Company, Chicago, has been appointed general sales manager of the American Nokol Company, manufacturer of Nokol and Aetna automatic oil burners, of that city.

O. P. Harris has also joined this company, as assistant sales manager in charge of advertising, and Ralph Hooke as Mid-west representative. Both were formerly with the Brunswick-Balke-Collender Company, Mr. Harris as Southern promotion manager and Mr. Hooke as sales manager of the Atlanta division.

C. D. MacKinnon, formerly record sales manager for the Sonora Phonograph Company, Inc., New York, has joined the Nokol company as Eastern sales manager. John F. Ditzell, of Snyder & Hay, Inc., Chicago, has been retained as executive counsel.

Montreal Office for Toronto "Mail and Empire"

The Toronto, Ont., *Mail and Empire* has opened a branch office at Montreal. James R. Henderson, formerly business manager of the *Montreal Gazette*, is manager.

Appoints Zinn and Meyer

Covici, Friede, Inc., New York book publisher, has appointed Zinn and Meyer, Inc., New York, advertising, to direct its advertising account.

In the Magazine Summary for May *Harper's Bazar*, listed in the "Women's Magazine" classification, should have been credited with 121 pages, 81,424 lines of advertising.

Credit Association to Pass on Hold-Up Mediums

An advertising agreement has been adopted by the Lawrence County, Ohio, Credit Association which restrains members from advertising in programs, time-books, and similar unestablished mediums until these have been submitted to and approved by the advertising committee of the organization. There will likewise be no dealing in trading stamps or use of voting and similar contests by members.

Death of J. C. Goodrich

John C. Goodrich, a pioneer in the field of advertising, died at New York, May 19. He was founder of the advertising agency of Goodrich & Hull, New York, now W. H. H. Hull & Company, Inc., which started fifty years ago. Mr. Goodrich retired from active business forty years ago and since that time has traveled extensively. At the time of his death, he was eighty-three years old.

Furniture Syndicate Appoints Arthur Rosenberg

The Furniture Syndicate of America, with headquarters at New York, has appointed the Arthur Rosenberg Company, Inc., New York advertising agency, as advertising counsel.

WANTED

Sales Executive who has contact with both national and local advertisers in New York City and vicinity.

Applicant must be able to visualize the adaptability of merchandise to an entirely new, proven, revolutionary and artistic form of outdoor advertising.

He will work on commission, with unusual opportunity to work into and expand with this young organization—the only one in its field. Replies should contain full details of past experience. Address "J," Box 38, P. 1.

A Rare Opportunity for a Rare Man

He must be a born salesman who knows advertising and how to sell it—he must have contracts that will lead to the securing of accounts—he must be willing to work day and night to build enough business to give him a five figure income. He will get support from the "infield" and "outfield" of this medium sized, fast moving, highly rated agency. And a respectable drawing account. Give all details in your letter. Our own gang knows about this ad.

"Y," Box 179, Printers' Ink

Executive

Seeking a larger opportunity

Broad background—16 years in Advertising, Sales, Editorial, Publicity, Promotion, Organization. Aggressive American, age 38, high credentials. "All-around" or will "specialize." Now employed as General Manager. Available June 1st. Reasonable. N. Y. C. only. "D," Box 33, P. 1.

Multigraph Ribbons Re-inked

Our *GUAR-TEE'D* process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 3 Ribbons to be Re-inked at our expense.

W. Scott Ingram, Inc.

57 Murray St., New York City

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Eastern representation, high-class and efficient, is offered out-of-town publishers, particularly those whose past connections have proved unsatisfactory or who have none. Box 554, Printers' Ink.

ATLANTIC CITY, N. J.—Desirable Boardwalk store for rent. Ideal location for a national exhibit. Corner. In St. Charles Hotel with entrance to lobby. Very reasonable. Write St. Charles Hotel.

ADVERTISING—Young contact man, who has active printing accounts, can secure free office space with progressive printers who have Kelly and Michle presses. Box 562, Printers' Ink.

OPPORTUNITY FOR COMMERCIAL LETTER SHOP

Unusual opportunity afforded by weekly trade paper for commercial letter shop, which, in exchange for small weekly service, will be given advertising space in this publication, a medium reaching several thousand letter work prospects in New York City. Box 543, Printers' Ink.

HELP WANTED

Nationally known concern wants Sales Manager experienced in Food Products. State age, education, experience, and present salary. P. O. Drawer 1160, Columbus, Ga.

Editor—See ad, page 166.

Mail-Order Man—See ad, page 166.

Circulation Manager—See ad, page 166.

Assistant Production Manager

By 4-A agency. Man with actual agency experience preferred. Must know type and all engraving and printing processes thoroughly. Write fully, including salary required. Box 559, Printers' Ink.

EXECUTIVE AND SALES MANAGER

New England manufacturer of high-grade men's shirts, pajamas, and athletic wear has opening for man experienced in sales management who wants an opportunity to demonstrate ability and willing to base his earnings on results obtained. One who can work with salesmen in the field, developing both the salesmen and new business. Territory is country-wide and offers unusual opportunity for the right man. Write full details of experience, references, date available to the BATES STREET SHIRT COMPANY, LEWISTON, MAINE.

EDITOR FOR MONTHLY TRADE PAPER

Only person of ideas and originality considered. One with ability and experience selling space given preference. Box 556, Printers' Ink.

WANTED—Advertising Salesmen

To sell new original cartoon mat service to Dry Cleaners. No limit to territory. Write Individual Dry Cleaning Service, 735 Wheaton St., Savannah, Ga., for details.

ADVERTISING SOLICITOR

Established hardware trade paper with aggressive editorial policy and strong A. B. C. circulation wants experienced solicitor to cover Eastern territory. Prefer man who has been covering this territory for national or sectional paper. Salary or commission. Box 561, Printers' Ink.

Advertising Copy Writer of extraordinary ability. Salary, \$150. To write copy for Million-Dollar toilet goods account. Write fully, demonstrating your ability.

Experience in this line preferred, though not essential.

This advertisement has been seen by every member of our staff, so do not hesitate to answer. If you are now employed, your confidence will be respected. Will consider Free-Lance arrangement from woman of unusual ability. Write Box 544, Printers' Ink.

Boston Agency

Can use idea and lay-out man or woman.

State experience and salary expected.

P. I. Box 555

ADVERTISING MANAGERS, purchasing agents, publishers' representatives and advertising solicitors or salesmen in the vicinity of New York who desire to increase their earnings or work towards a more lucrative position with an advertising service company, will find our proposition of interest. No effort or time required or conflict with present work. Give full details of present work. Suite 346, 1 Madison Ave.

Visualizer Wanted

by prominent Canadian Advertising Agency. A man who has creative layout ability—who can sketch roughs quickly—who can make preliminary sketches of punch and vigor for submitting to clients. He should be able to select and direct the artists to complete the finished drawings, and be able to give real assistance to the Service Committee, the Contact Man or the Copy Man in the preparation of campaigns. Write fully, giving age, education, experience, nationality, salary required and character reference. Also enclose snapshot, if convenient. Address: George A. Martin, Secretary, James Fisher Company, Limited, 204 Richmond Street, West, Toronto, Canada.

MISCELLANEOUS

OFFICE TO RENT

Small, light, private office, use of reception room, furnished or unfurnished, service optional. French Building, 45th St., Fifth Ave. Telephone: Vanderbilt 8935.

POSITIONS WANTED

HAVE YOU A POSITION for a young man, university graduate, eager to devote all his energy to making good on the right job? Salary secondary. Box 558, Printers' Ink.

ADVERTISING MAN—15 years' experience; plans and executes complete campaigns—wants new connection with progressive manufacturer. Well recommended. Box 557, Printers' Ink.

Artist with thorough experience in creating decorative and figure designs for labels, cut outs and posters in water or oil color desires position with A1 lithographic firm. Box 546, Printers' Ink.

N. Y. Copy Writer

Broad experience with big agencies and mfrs. on important accounts. Box 551, P. I.

— WANTED —

A SALES CONNECTION

Now employed as Sales Promotion Manager. Desire new connection. Age 34, married. Experienced business man. Require income of \$5000.00 a year or more. Willing to earn it in any form. Salary, commission or combination of both.

What Have You to Offer?

Address Box 552, Care of Printers' Ink

GOOD COMMONSENSE ARTIST without frills. Lettering, striking layouts, design; type, paper, printing. Creates high-type direct-mail pieces. Free lance or part time. Box 560, Printers' Ink.

Experienced producer under 30 now available. Especially effective with mail solicitations. Has proven record as advertising manager. Will furnish reliable references. Now in Middle West, but will locate any place real opportunity exists. Box 550, Printers' Ink.

Sales—New Business—Advertising Investigating and Promotion Work 12 years' experience with large corporation. Familiar with selling Architects and Contractors. Thoroughly experienced in roofing materials and non-ferrous metals. Box 548, Printers' Ink.

YOUNG LADY—experienced in direct mail—desires new connection. Seven years' experience in advertising, last four in creative work preparing letters and circulars. Have supervised office force of thirty. Now employed. Chicago preferred. Box 549, Printers' Ink, Chicago Office.

HIGHEST TYPE COPY AND LAYOUT MAN NOW AVAILABLE

Full responsibility for analysis, idea, writing, directing, client contact of unusually interesting direct-mail and well-known national accounts; prominent 4A agency and printing organization experience. Box 545, Printers' Ink.

ADVERTISING—PUBLICITY

A young woman who has held staff positions on leading style publications, whose articles on every woman's interest subject from baby-feeding to beauty have run in magazines and have been syndicated in over a hundred papers, who has specialized in fashions, sketching as well as writing, would like a connection with an advertising agency promising a bright, busy future. Box 553, P. I.

Do you believe

in agency service on clients' direct-mail? This man knows the direct-mail, dealer-help field from every angle. He has agency, departmental and selling experience—plans, copy, rough layouts. Now selling and contacting important direct-mail accounts. He is interested in agency direct-mail service. If you are, also, address Box 547, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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SHAVOLENE

If you haven't tried Shavolene you don't yet know how smooth and comfortable a shave can be. No brush, no lather; and keeps your razor blades sharp twice as long—that's the Shavolene story.

Early in 1927 The International Chemical Company, Chicago, put Shavolene on the market. We helped them—a test campaign.

From that modest start Shavolene 1928 sales will show an increase of about 500% over 1927.

Shavolene has "arrived." There is great satisfaction in helping a small one become big.

Williams & Cunnyingham

*Whose business is the study and
execution of good advertising*

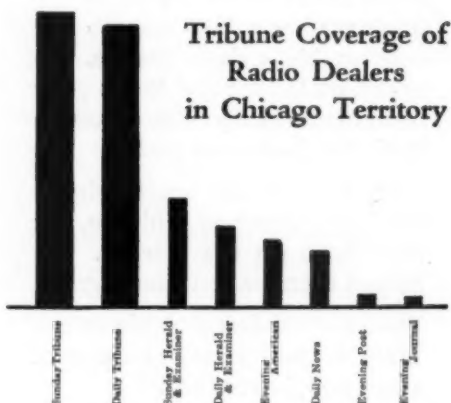
6 North Michigan Avenue
Chicago

Philadelphia
Toronto



Cincinnati
Rockford

Radio Dealers *Overwhelmingly prefer* The Tribune



A RECENT survey among radio dealers in Chicago and the Chicago territory disclosed some significant facts regarding their choice of publications.

The Chicago Tribune—daily and Sunday—was first choice of the radio dealers. More of them read The Tribune than read all other Chicago newspapers combined.

In Chicago alone, 94% of the radio dealers interviewed read The Tribune on weekdays and 92% on Sundays.

More radio dealers throughout Zone 7 read The Tribune, than read any general magazine published.

There can be no question that The Chicago Tribune dominates all other publications—newspapers and magazines—in coverage of radio dealers throughout Chicago and the rich Chicago territory.

Radio advertisers, seeking maximum results from their dealer advertising in this territory, *must* concentrate in the

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

April circulation 825,649 daily; 1,131,675 Sunday